

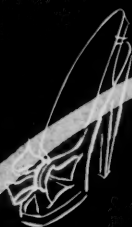
THE INTERNATIONAL SHOE AND LEATHER WEEKLY

VOLUME 118  
NO. 13

# LEATHER *and* SHOES

SEPTEMBER 17,  
1949

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LEATHER and SHOES—September 17, 1949

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Marilyn Shoe Company of Milwaukee, Wisconsin, use Armstrong's RC-386 in this shoe

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# EDITORIAL

## Sales Wagon Hitched To A Dead Horse

ONE of the most disturbing post-war phenomena the shoe and leather industry has experienced has been the development of the short-range buying policy. As everyone knows, this policy consists of making smaller but more frequent purchases, maintaining smaller and more liquid inventories, and buying closer to "deadline." This system has afflicted every branch of the industry: shoe retailer, manufacturer, tanner, allied trades.

The question arises: is it a good policy? It has served several advantageous purposes. It has prevented dangerously heavy accumulations of inventories which could have been fatal, as in 1920-21, in the event of a sudden bust in the economy. It has kept inventories fresh and liquid. It has allowed retailers to buy closer to season and hence more accurately gauge consumer wants.

But the short-range buying policy was a matter of expediency, a hedge against the anticipated economic bust or decline that has followed every postwar boom. The boom, however, has now passed, and no bust or serious decline is in sight. The keenest economists predict none. Rather, all signs and predictions point to wholesome and fairly stable years ahead. In short, the principal reason for the short-range buying policy is now dead, and continuation of this once-expedient policy is no longer warranted.

The policy has had—and will continue to have to an increasing degree—several disadvantages for the individual buyer and the industry as a whole. With more buyers waiting until seasonal deadlines to order, suppliers are suddenly deluged with orders which all cannot be filled for specified delivery dates. Moreover, because suppliers' own inventories are held to low levels, orders often cannot be filled to desired quantity or quality. Also, the inexorable law of supply and demand goes to work: high demand and short supply tends to force up prices at seasonal pitch. Another point is that a certain portion of sales are lost because of abnormally low inventories which cannot

comply with customers' wants. In these cases caution becomes its own enemy. We see additional disadvantages—the difficulty of making long-term production plans; difficulty in gauging buying both in terms of what to buy and how much of it when future orders are unknown; difficulties in maintaining promise of steady employment.

We thus see a mounting obstacle to proper and sane planning within the industry. And we see the development of an accommodating neurosis to correspond with the taxing strain of providing a known quantity and quality of goods against an unknown demand for goods.

There appears to be something at the root of this policy and its attempt to continue when there is now no longer any logical reason for its existence. The short-range buying policy may now be regarded as a symbol of fear and negligence which, as a contagious disease, has afflicted all branches of the industry. And this "accusation" can be substantially supported.

Every reliable estimate shows that shoe production will stubbornly retain its traditional three-pairs-per-capita formula. This year, despite all the excessive caution of buyers, we will produce about 455,000,000 pairs of shoes, almost the same as last year, and will sell about as many pairs as last year. This means we will require about the same of all kinds of materials and supplies as last year. It is ironical that while practically no

one refutes the estimated figures of shoe output and sales, perhaps the majority are still governed by general doubts that crystallize into an abnormal kind of caution that creates serious defects in the basic functions of buying, selling, production, merchandising, planning, etc. The short-range buying policy, devised as a cure for the boom-bust cycle, promises to become an affliction worse than the disease itself.

So much emphasis has been given to policies of caution that the normal policies of aggressive selling and merchandising have become sorely neglected. The fearful hedging against the unknown business of tomorrow has resulted in a recoiling and retrenchment of the kind of potent sales initiative that gives security to tomorrow. The industry has not yet awakened from its sales hibernation of the war and postwar years when complacent and smug order-taking was the selling method in a sellers' market. In the past eight years salesmanship has rusted, and there have been few genuine attempts to remove the rust. In our kind of economy a sellers' market is an unhealthy thing. And though the shoe industry has re-entered a buyers' market, it has in some aspects continued to foster and mentally abide by a sellers' market by virtue of abnormally low inventories and short-term rush buying which resolves into mere order-taking during the rush periods, and during the slack periods resolves into a resigned waiting around until the seasonal rush periods begin when order-taking can be again resumed.

Many shoe and leather men may make claim to aggressive selling today. But it is far distant to the creative selling demand today: the application of ingenious salesmanship, of the kind of enthusiasm which is the core of salesmanship. There appears to be too much dependence upon the idea that if a product is a good product it will sell itself, requires little or no creative selling. Too many still cling stubbornly to the idea that the man who makes a better mousetrap will have a path beaten to his door deep in the woods. As the industry has become increasingly cost-conscious it has become decreasingly sales-conscious. Yes, the intensive desire for sales has not abated, but the methods of achieving sales require reevaluation to comply with modern psychology.

The old-time salesman and old-time sales methods still dominate a substantial portion of the shoe and

(Concluded on Page 42)

### NOTICE

Anyone desiring reprints of LEATHER and SHOES' editorials may obtain them at the following nominal cost:

Up to 100	10c each
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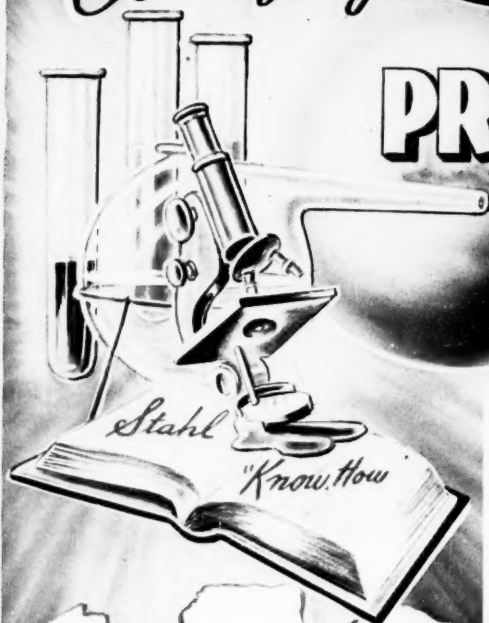
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# NEWS

## USWA Announces Decision; To Stay In CIO

When the national Congress of Industrial Organizations meets in Cleveland on Oct. 31 to discuss a proposed purge of Communist officials who head various affiliated unions, United Shoe Workers of America, CIO, will be among the participants.

The shoe union, according to its Washington, D. C. officers, will definitely be found supporting right-wing elements of the CIO. This is in line with earlier policies adopted by the General Executive Board and delegates to last year's national convention. USWA representatives on the CIO Executive Board have also taken this stand.

Both president William E. Thornton and Secretary-Treasurer James J. Mitchell of USWA have filed non-Communist oaths as required by

Taft-Hartley. The shoe union officials told LEATHER AND SHOES this week that USWA had not sent any official representatives to the New York meeting of left-wing leaders who reportedly planned counter-measures against threatened expulsion from the CIO.

"Any person from the United Shoe Workers of America present at the meeting was present as an individual," Mitchell stated.

Mitchell added that he knew nothing of reports that Isidore Rosenberg, head of Joint Council No. 13 in New York, was leading a drive to pull out his union from USWA into the left-wing International Fur & Leather Workers Union, CIO. Mitchell called attention to Rosenberg's denial of the report, but otherwise declined to comment.

## June Shoe Output Up 10%

Shoe and slipper production during June approximated 39 million pairs or 10 percent greater than May output of 35 million pairs, the Bureau of the Census, Dept. of Commerce, reports. June 1949 totals, however, were only 116,000 pairs above those of June 1948.

Women's shoes, sandals and slippers totaled 17 million pairs or four percent more than the May output of 16 million pairs, and five percent more than May 1948 totals. Men's footwear of these types reached eight million pairs, 15 percent more than the May total of seven million pairs but six percent less than in June a year ago. Slippers for housewear totaled four million pairs, 20 percent more than in May and 15 percent more than June 1948 output.

Footwear shipments during the month reached 37 million pairs valued at \$122 million, an average

of \$3.35 per pair. In May, the average was \$3.33 and in June 1948 it was \$3.62.

## Brown, International Sales Reach New Peak In August

Sales of International Shoe Co. and Brown Shoe Co., both of St. Louis, the world's two largest shoe manufacturers, were greater during Aug. than in any previous month of each company's history, LEATHER AND SHOES learned this week.

International, the nation's biggest footwear maker producing close to 250,000 pairs daily, set a new record of \$25,004,000. This was 17 percent greater than Aug. 1948 and 11 percent above the previous month record set in Jan. 1947.

Brown, with a capacity of 100,000 pairs daily, did not release its Aug. figures but also reported a new monthly record. The company's sales

for the six months ended April 30 were nine percent below a year ago but sales forged ahead in July and reached a new peak in Aug.

Earnings by Brown in the first half were nearly as much as last year, being equivalent to \$2.00 a common share against \$2.56 in 1948. However, lower shoe prices have tended to narrow profit margins. Buying by retailers to replace depleted inventories was rated a major factor in the Aug. upturn.

## QM Awards To Foote, Doyle

The Navy Purchasing Office, New York City, has announced the following awards under Invitation No. 5377 calling for 26,082 pairs of enlisted men's black leather oxfords: The John Foote Shoe Co., Brockton—14,082 pairs at \$4.92 and \$5.05 per pair; Doyle Shoe Co., Brockton—12,000 pairs at \$4.745 and \$4.77 per pair.

## PPSSA Applications Promise Record Showing

More than 300 manufacturers of shoes, related lines and accessories have already requested display rooms and booths at the Popular Price Shoe Show of America to be held in New York Nov. 27-Dec. 1, according to Maxwell Field and Edward Atkins, co-managers. On this basis, officials of the National Association of Shoe Chain Stores and the New England Shoe and Leather Assn., joint sponsors, have predicted that the show will set new attendance and buying records.

It is expected that more than 300 rooms and booths will be used for the showing of spring lines. Mark Edison, vice president of Edison Bros. Stores, Inc., and Frank S. Shapiro, treasurer of Consolidated National Shoe Corp., are co-chairmen of the show committee.

## Launch New Shoe Fabrics

Loren Products Corp., Brooklyn, in cooperation with Acme Backing Corp., has introduced a new line of non-woven fabrics for the shoe and other industries. Known as "Acme-stay," the new fabrics feature a non-woven, non-fray all cotton web base which has equally high tear and tensile strength in all directions.

Fibers in the base web are oriented through 360 degrees. As a result, there is no directional effect in the finished product which can be cut for greatest economy and efficiency without regard to direction.





Smart fashions in shoes and accessories in genuine patent leather featured the "Patent Pending For 1950" showing held in New York Sept. 8 by the Patent Leather Bureau. Here shoes, handbags, watch bands, slippers, wallets and umbrellas of patent leather are promoted effectively through the use of picture frame displays. The mannequin at right is wearing a toast colored coat trimmed with black patent leather. "Patent leather from head to toe" was the theme of the collection which presented a carnival of colors in a wide range of fashions.

### Award To Endicott-Johnson

Endicott-Johnson Corp., Endicott, N. Y., has been awarded contract for 112,500 pairs of russet combat service boots by the New York Quartermaster Purchasing Office. The award, covering QM-30-280-50-14 which called for 150,000 pairs was made on the basis of \$5.685.

### Retail Shoe Sales By City

Retail shoe store sales in both New York City and Philadelphia during July dropped 44 percent from June, the Dept. of Commerce reports. For the first seven months of the year, however, sales were down seven percent in New York and five percent in Philadelphia as compared to the same period a year ago.

Pittsburgh sales were off 24 percent for the month and two percent for the seven months. Newark, N. J., showed a decline of 39 percent and nine percent respectively; Detroit sales fell 23 percent and four percent; Chicago showed drops of 29 percent and three percent; and Cleveland sales fell 25 percent and four percent.

Other scattered samplings by the Dept. of Commerce showed Milwaukee down 34 and 11 percent; Youngstown, O., down 13 and 10 percent; Hartford, Conn., off 35 and seven percent; St. Louis down 20 and two percent; Minneapolis off 33 and three percent; Baltimore off 13 and four percent; Washington, D. C., off 16 and four percent; and Atlanta down 18 and nine percent.

On the West Coast, retail shoe sales appeared more encouraging. Seattle July sales gained 16 percent over June while Oakland, Cal., gained three percent. Sacramento sales equalled June totals.

### Fashion Shoe Show Open To All Quality Lines

Broadening of The Fashion Shoe Show, Nov. showing of spring lines by manufacturers of women's quality-fashion footwear, to include all manufacturers in the quality-fashion grades was announced this week. The show, scheduled for the Hotel McAlpin, New York City, on Nov. 6-10, is sponsored by the Shoe Manufacturers Board of Trade of New York.

The action marks the first time that a comprehensive showing of these grades will be concentrated under one roof. Manufacturers throughout the country interested in exhibiting may obtain full details and costs by writing Miss Marie Norton, The Fashion Shoe Show, 11 West 42nd St., New York 18, N. Y.

### Blanchard Named Prexy Shoe Pattern Mfrs. Assn.

Norman I. Blanchard of the Frederick E. Blanchard Co., Columbus, O., has been elected president of the National Shoe Pattern Manufacturers Assn. Blanchard succeeds Lawrence J. Ewing, president of L. J. Ewing Co., Haverhill, Mass., who served as president since formation of the group three years ago.

Other officers elected at the annual meeting held at the Waldorf-Astoria Hotel, New York City, were William H. Hinson, Browne-Tilt Co., St. Louis, vice president; John Barcheski, Bedford Pattern Co., Brooklyn, secretary; Marion L. Preble, F. L. Foster Co., Auburn, Me., treasurer; and Roy Wittekind, Dohr & Mavor, Inc., Chicago; William P. Cross, Cross Pattern Co., Inc., Rochester, N. Y.; and Leroy J. Herron, Quality Pattern Co., Boston, directors.

The Guild Associates, Boston, will continue to manage the Association with Walter R. Guild serving as managing director and George A. Schulz as associate director.

### N. E. Output Up 4% In June

Shoe production in the New England states — Massachusetts, Maine and New Hampshire — totaled 11,708,000 pairs or an increase of four percent over June 1948 output, the New England Shoe and Leather Assn. reports. During the period, Massachusetts gained 1.5 percent, New Hampshire added 5.5 percent, and Maine 12 percent.

Value of shoe shipments from the three states totaled \$36,781,000 with a per pair average value of \$3.29. For the first half of 1949, New England shoe production amounted to 73,584,000 pairs, a gain of one percent over the corresponding period of 1948. This compared to a national production of 230,085,000 pairs, three percent below last year, and shipments of 227,920,000 pairs valued at \$809,212,000.

During June, the Massachusetts shoe industry employed approximately 37,400 workers and paid them average total weekly wages of \$1,450,861. This was a decrease of 4.6 percent in employment and an increase of 1.5 percent in payrolls from the same month last year.

### Douglas To Make Decision

W. L. Douglas Shoe Co., Brockton, may reach an early decision on whether it will come to terms with the Brotherhood of Shoe and Allied Craftsmen, worker bargaining agent, or move its plant from the city.

A meeting held last week between union and company representatives in the office of State Labor Commissioner John J. DelMonte led the latter to declare he was "pleased with the results." DelMonte, however, was unable to say how near an agreement appeared.

"Both parties are attempting to work out an economic solution to keeping the plant in Brockton,"



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Delmonte said, adding that the conference was aimed at reaching agreement on full production. Further conferences were scheduled during the week.

The situation at the Douglas plant continued unchanged with few workers, union or non-union, entering the plant.

### \$5,000 Cowboy Boots

One of the eye-stoppers at the N. Y. Leather Show was a pair of genuine gem-studded cowboy boots valued at \$5,000. Displayed at the booth of Besse, Osborn & Odell, Boston sheepskin tanners, the boots were handmade by Tony Lama of El Paso, Texas. Lama is a famous maker of cowboy boots, operates both a factory and retail outlet in El Paso.

This particular pair of boots are of black calf, elaborately trimmed and decorated with gold and silver kid leaf motif on the high-top upper, vamp and back. The boots are sheepskin lined. The uppers are studded with genuine diamonds, rubies and emeralds. Lama named the boots "El Rey," meaning, in Spanish, "The King." It is believed that these cowboy boots are the most expensive ever made.

### New Zealand Bars Calfskin Export To Europe

Export of its calfskins to Europe and other soft currency areas has been banned by New Zealand, it was announced this week. The action stemmed from the country's efforts to prevent dollar leakage.

### Hide Imports Drop In July; Leather Exports Show Gain

Hide imports by the U.S. during July totaled only 27,000 hides, the lowest level since Aug., 1943, according to the Tanners' Council. Exports for the month totaled 107,000 hides, bringing the net deficit to 80,000 hides for July and 128,000 hides for the first seven months of the year.

Leather exports, except for belting and upholstery leather, were greater than in July, 1943, as well as for the seven-month period while leather imports were down for both periods.

Calf and kip imports totaled only 23,000 skins during the month, also

the lowest level since Aug. 1943 when the same amount was imported. Exports fell to 61,000 skins during the month, bringing the net export balance to 38,000 skins and the seven-month deficit to 293,000 skins.

Heavy receipts from New Zealand brought pickled sheepskin imports for the month to 2,080,000 skins. For the first seven months, however, imports totaled only 6,497,000 as compared to 10,866,000 in the same period a year ago. Goatskin imports totaled 3,319,000, less than in June but greater than July 1943. Imports for the seven months were 22,744,000 against 25,558,000 a year ago.

(000 Omitted)	Unit	EXPORTS				IMPORTS			
		July 1949	July 1948	7 mos. totals 1949	7 mos. totals 1948	July 1949	July 1948	7 mos. totals 1949	7 mos. totals 1948
<b>Leather</b>									
Sole	lbs.	87	53	1,211	311	3	53	344	1,674
Belting	lbs.	4	19	26	80	17	42	229	441
Upper	sq. ft.	2,793	2,550	29,828	14,806	466	485	3,014	3,843
Lining	sq. ft.	523	314	7,759	2,277	64	162	607	1,205
Glove, Garment	sq. ft.	286	129	2,164	1,889	13	116	486	1,256
Bag, Case	sq. ft.	180	50	438	228	28	88	112	2,353
Upholstery	sq. ft.	30	212	702	1,141	1	118	9	559
<b>Rawstock</b>	<b>Pieces</b>								
Cattlehides		107	55	704	169	27	158	576	1,953
Calf and Kip		61	157	679	637	23	38	346	681
Goat and Kid		...	1	...	56	3,319	3,000	22,744	25,558
Cabrettas		...	...	...	...	297	451	1,799	2,606
Shearlings		...	...	...	...	94	529	468	1,443
Pickled Sheep		28	61	277	313	2,080	2,271	6,497	10,866
Woolled Skins		...	...	...	...	140	98	471	2,168

### Illinois Glove Low Bidder

Navy Purchasing Office, New York City, announced this week that the Illinois Glove Co., Champaign, Illinois, was the low bidder on Invitation No. 5458, calling for 72,000 pairs leather gloves, Item I, and 53,000 pairs leather gloves, Item II.

Illinois Glove Co. bid \$1.07 (cowhide) or \$1.23 (horsehide) on Item I and \$1.085 (cowhide) or \$1.245 (horsehide) on Item II. Sixteen firms submitted bids.

### Notice to Subscribers and Advertisers

Beginning with this issue, LEATHER and SHOES will be printed in Boston, Mass.

The magazine has been printed in Pontiac, Ill., since March, 1943, following the typographical union's strike in Chicago.

Editorial offices have been in Boston since last August. However, headquarters will remain in Chicago, where the circulation, advertising, and administration departments are located.

All matters concerning subscriptions, advertising schedules and contracts, classified ads, and administrative affairs should con-

tinue to be addressed to LEATHER and SHOES, 300 W. Adams St., Chicago 6, Illinois.

All editorial matters, manuscripts, news, markets, etc., should be addressed to 10 High St., Boston 10, Mass.

All advertising copy, cuts and plates should also be addressed to 10 High St., Boston 10, Mass.

It is believed this move will speed up mail deliveries permit more time for late news and markets, etc., and generally improve the efficiency and service through closer coordination between the Editorial and Production Departments.



ARNO H. JOHNSON

... vice president and director of research at J. Walter Thompson Co., who will address members of the National Shoe Institute on Oct. 31 at Palmer House, Chicago. Johnson will discuss "The Economic Outlook for the Shoe Industry" at the National Shoe Fair. Formerly research superintendent at the Harvard Bureau of Business Research, Dr. Johnson is the author of numerous articles and works on economic and marketing subjects. Joseph E. Boyle, vice president and director of public relations at the Thompson Co. will also present a review of the Institute's public relations program during the year and outline the coming year's program.

# ...TOMAHAWK...

COLOR NO. 3 . . . WINEGLO

The TRAMPER  
STYLE 3832



Deep, lustrous, and distinctive — Rueping's TOMAHAWK

NO. 3, WINEGLO, is a year-around favorite among shoemakers who prefer aniline leathers for added character and extra smartness. Write today for samples of Wineglo and five other beautiful Tomahawk shades.

# RUEPING

FRED RUEPING LEATHER CO., FOND DU LAC, WISCONSIN, U. S. A.

# SPOT News

## Massachusetts

● William Fine, owner of American Shoe Co., Inc., Boston, recently opened the Harrison Shoe Co. at 450 Harrison Ave., Boston. The new firm will produce men's dress welts in the popular price field. American Shoe Co. makes men's McKay oxfords retailing around \$5.

● United Footwear Corp. was recently opened at 207 Essex St., Boston, by M. Burman, former owner of the recently liquidated United Shoe Co. in Boston. The new firm will handle job lots of all types of shoes.

● Radcliffe Shoe Co., Brockton, recently opened an instock department. The firm is now stocking 12 styles of its branded line of Promettes. The shoes, both platforms and single soles, retail for \$10.95 and \$12.95.

● Bates Shoe Co., Webster, manufacturers of men's dress welts, have begun to advertise on television. The first telecast sponsored by the firm will be called "Scoreboard," a five-minute roundup of college football scores. Spot advertisements on national television hookups will also be used.

● Lois Shoe Co., Boston, is carrying a new line of women's novelty shoes under the brand name of Danmar Exquisites, in addition to its regular lines. Made of both smooth and suede leathers, the new shoes will retail at \$8 and \$9.

● Plymouth Shoe Co., Middleboro, has prepared an illustrated catalogue to send to the retail trade. The catalogue pictures 75 new styles which the firm is producing for its instock department. The company makes men's dress and sport shoes retailing at \$10 and up.

● Hope that Richard Young Co. might re-open its Salem tannery, one of the city's oldest yet most modern leather plants, was cut short this week when company spokesmen announced that a public auction of property, machinery and equipment will be held on the premises Sept. 20 and 21. Most of the former Salem production has been moved to the New Jersey plant and few of the firm's former employees have been rehired.

## Maine

● Production at the Skowhegan plant of Vaisey-Bristol Shoe Co., Inc., manufacturers of infants' stitch-downs called "Jumping-Jacks", has been increased from 1,500 to 1,800 pairs daily. Harold J. Gaquin, manager, reports that additional help has been taken on and a new advertising program planned.

● The Maine shoe industry which employs 17,000 workers in the state and has been in a slump for the past 18 months, reports employment and sales in July actually ahead of the same month last year. The Maine Employment Security Commission lists an additional 1,500 employees at work over last July.

● South Berwick Shoe Co., South Berwick, is making a new line of ballerina type shoes in addition to its regular lines of misses' and children's American welts. The ballerina, made on new patterns and lasts, will retail at \$2 and \$3.

# LABOR News

Officials of W. L. Douglas Shoe Co. expressed new hope this week for settlement of the wage dispute with the **Brotherhood of Shoe and Allied Craftsmen**, Brockton. The Douglas plant, which had re-opened three weeks ago after a 15-week shutdown, was again closed down last week after the company failed in an attempt to run an open shop.

Union and company officials met for the first time in months and reported that progress was made. Further meetings were scheduled. Of the plant's former 660 workers, less than 10 per cent showed up at the re-opening.

New developments in the 10-week-old Fulton County, N. Y., glove tannery strike-lockout are as follows:

More than 700 members of the Consolidated Glove Cutters and Shavers Union voted in a secret ballot to reject the United Labor Union's Council resolution "to give full support to the leather workers (Local 202) in their struggle for wage increases and a contract." The shavers union also went on record as "being in favor of any true, democratic labor union" that has complied "with the law of our country."

The action repudiated the stand of **International Fur & Leather Workers Union, CIO**, Local 202, which the **Fulton County Tanners Assn.** has refused to deal with as long as it is "Communist-led." In a recent newspaper advertisement, the Tanners Assn. claimed that the dispute was "directed by Ben Gold and other Communist leaders of International Fur & Leather Workers Union and was not real trade unionism. The National CIO supports the conclusion that the policies of IFLWU and its locals, including Local 202, are Communist dictated."

Meantime, in another advertisement, the AFL Organizing Committee declared it had received no assistance from the Tanners Assn. and would not support any effort to re-open Fulton County tanneries until the AFL had been designated worker bargaining agent in a National Labor Relations Board election. "The AFL is here to represent the leather workers of Fulton County and the leather workers only," it was said.

Officials of Locals 287 and 1286 of the **Retail Shoe Employees Union, CIO**, have announced new contracts with four New York chain stores affecting some 1500 employees in 100 stores. Under the new agreement signed with Miles Shoes, Inc., Simco Shoes, National Shoe Stores, and Kitty Kelly Shoe Corp., employees will go on a five-day, forty-hour week, beginning Oct. 3. The workers also gained an \$8 per month company-financed pension fund to take effect Jan. 1, 1951.

(Labor News also on Page 37)

## YOU DON'T HAVE TO POUND THE DESK!




When you place an order with us you don't have to pound the desk and say, "Now mind you, I want good leather!" Good leather . . . top quality leather . . . is the only kind we make. Whether it is belting leather, hydraulic, polishing, textile or leather curried and finished to your own specifications, you can depend on Brown products for excellence and economy.

**WM. C. BROWN LEATHER CO.**

1702-14 Tulip Street

Philadelphia 25, Pa.



## UNITED COMBINATION Shanks

give you these 8  
Shoemaking Advantages!

- ★ Acts as filler through shank area
- ★ Provides firm, broad base for outsole leveling
- ★ Gives fullness and character to finished bottom
- ★ Makes possible accurate, quick insertion
- ★ Provides positive locating of steel or wood shank piece
- ★ Maintains uniformity with every pair
- ★ With long heel style, affords tighter joints at heel breast
- ★ Leaves insoles free from prong or tack point penetration

FOR the maker of welt shoes . . . United suggests Combination shanks, finest for this type of footwear because they impart so many extras in addition to reliable support. Precision fitting, characteristic of all United shanks, is found in both the cover and the steel (or wood).

For greatly improved shoemaking, try United Combination Shanks. Ask your United man about a shoemaking trial with a Combination shank individually suited to your shoemaking.

**United Shoe Machinery Corporation**  
BOSTON, MASSACHUSETTS

# Shoe-buying public puts comfort first, SURVEY REVEALS

STYLE SECOND, OTHER FACTORS TRAIL, WITH  
LEATHER PREFERRED AS "NORMAL AND NATURAL"

What are the average American's preferences in footwear — and why? Seeking definite answers to these questions, the Sole Leather Bureau sponsored a survey among a cross-section of hundreds of consumers of both sexes, including various ages, income groups and vocations. Every member of this cross-section was interviewed by scientifically trained investigators.



Chief factors influencing shoe-buying were found to be comfort, style, quality, price and durability — *in that order of importance!* It was further established that "leather is regarded as normal and natural, whereas other materials are associated with abnormal and negative elements of health and personality."

While the findings of this thorough-going survey may disturb complacency in some quarters, they are of enormous value to the shoe trade as a whole — because they spell out the most effective appeals that can be used by manufacturers and retailers

alike in promoting sales. In other words, for more successful selling give consumers what they want most — *the style and comfort they know they can only get from leather!*

## LABORATORIES GIVE LEATHER A CLEAN BILL OF HEALTH

It can be truthfully claimed that the inherent qualities of leather make it the ideal material for promoting foot-health. This has been well established in scientific tests made on subjects wearing both natural leather and synthetic shoes. A fair summary of such comparative, unbiased tests can be stated as follows:

*Leather is the only material that admits air — i.e. that "breathes."*

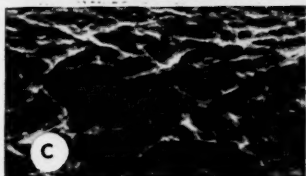
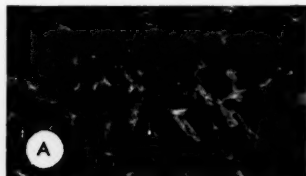
*Because of its rapid absorption and evaporation of sweat, shoe leather is the least likely agent to carry fungus infections of the foot.*

*The characteristics of leather most closely resemble those of the skin. Therefore, leather is the healthiest foot covering now available.*

## TO LEATHER'S NATURAL ADVANTAGES ENGLAND WALTON ADDS THESE "EXTRAS"

England Walton brings you not only the finest sole leather obtainable — products of expert tannage — but the additional advantages of FIBRE-SORTING, as shown by these three greatly magnified cross-sections of sole leather. A and B are similar in fibre-structure; C is noticeably different. England Walton experts will pair A and B, and find a matching structure for C. That's the England Walton "extra" that means *paired*

*flexibility and longer, more even wear . . . a plus feature for your customers and for you!*



*England Walton*  
**FIBRE-SORTED  
SOLES**

*Cut soles and sole leather*

*England Walton*  
*Division*  
**A. C. LAWRENCE  
LEATHER COMPANY**

Boston • Camden • Peabody  
New York • St. Louis  
Columbus • Milwaukee  
Los Angeles • San Francisco  
Ashland, Ky. • Newport,  
Tenn. • Hazelwood, N. C.





# Features

## Catching the Cash in Square Dancing

As the square-dance craze sweeps the country, the Justin boys cook up a "literary" idea behind their cowboy boots and sweep in the cash.

*"And now that gal from Arkansas  
And don't forget your old grandmam.  
She ain't been swung since way last  
fall  
So everybody swing and promenade."*

**D**O YOU recognize this square dance call? Well, Sam Justin, vice-president of Justin Boot Co., Fort Worth, Texas, did recognize it—and converted it into a booming sales graph for his cowboy boot manufacturing firm. Square dancing is taking the country by storm, is as popular in the sophisticated metropolitan centers as in rural alfalfa country. And sales-smart Sam Justin is using the "do-si-do" and the "grand circle right" to cash in on the bonanza of cowboy boot sales. Nor is Justin a mere "commercial by-stander." He is a recognized author-

ity on the square dance, is called time and again to teach, or act as "caller," in and around Fort Worth. Both he and his wife are experts at sa-shaying and promenading to a solid old-fashioned fiddle band.

### An Idea Blossoms

Now, square dancing has its share of "trimmings," including the proper costume and, most important, the shoes. Cowboy boots especially, authentic or modified. And that's where Sam Justin decided to put an idea to profitable use. Being an expert on the subject he wrote a booklet called "Square Dancing Is Easy." The book contained photos of his own square-dance set dancing at the Justin factory, dressed in costume, and including a list of popular "calls."

### Learning to SQUARE DANCE?



Ask for your copy of Sam Justin's Square Dance Book. Fully illustrated.

IT'S FREE!



The insert, with mat, given to dealers to advertise locally.

The only piece of sales promotion tied in with the booklet was a back cover advertising job with copy and cut of Justin cowboy boots.

The booklet was perfectly timed. Increasing thousands of spectators watching the square dance are being caught in the robust spirit of the dance, want to join—if only they could learn what seems like the intricate steps. Justin's booklet has been the answer to make eager participants out of thousands of restless spectators.

### Distribution Begins

In the Fall of 1948 Justin cautiously printed 10,000 of the booklets. He sent a free copy with letter attached to about 2,000 of their retail dealers throughout the country, asking if they would like 50 free copies to be distributed to the stores' customers. About 25 per cent of the dealers responded, and in two weeks the original supply of booklets was gone. Another 20,000 were printed, distributed to dealers at five cents per copy, or half the printing cost.

(Continued on Page 28)



Sam Justin, foreground, and his square-dance set, dancing at the Justin factory—one of the illustrations used in his booklet.

# Application of Electrical Equipment in Tanneries

By D. D. Miller

Industrial Sales Engineer, Westinghouse Electric Corp.

**A comprehensive analysis showing how tanneries may reduce costs and increase efficiency in use of power and tannery equipment.**

**M**ACHINERY used in the different tannery operations may be classified in four general groups: The power and speed requirements for each machine vary according to its size; the type of hides or skins being processed; and the rate of production. Table I shows a list of major power-driven machinery with typical power and speed requirements.

Before the electric motor came into common use, all of these machines were steam-driven. Several power plants with long lines of shafting and other mechanical drive equipment were required, and transmission losses would frequently constitute from 25 to 70 percent of the energy consumed. In addition to this energy loss there was a high cost of maintenance.

Modern practice advises individual electric drives for all major machines in the tannery. This provides the utmost flexibility and efficiency. Different types of machines can be located in any desired part of the plant to facilitate handling of the work. Mass shutdowns such as occur with a drive employing engines and an involved transmission system are eliminated. The cost of energy becomes in direct proportion to the work done and it follows that individual electric drives result in increased production.

## Application of Motors and Control

The requirements of the different tanning machines are such that NEMA design B induction type AC motors can be applied. These motors have adequate starting torque for this type of machinery and low starting current usually acceptable to power systems. In addition, they are suitable where slightly more than full load starting torque is required, and where relatively high breakdown torque is needed to sustain occasional emergency overloads. These

motors are selected for constant speed continuous duty and are designed to withstand full voltage starting. Splashproof covers are supplied for protection against possible damage from water and chemicals.

It is recommended that gearmotor drives be applied to machines such as drums and finishing machinery where the operating speeds are very slow. Gearmotors are especially designed to provide economical transmission of the higher efficiencies inherent in high-speed motors, and the reduction of motor speed to the requirements of the driven machine. Speed reduction is obtained by an enclosed gearbox integrally mounted with the motor.

Several drum manufacturers in-

clude an end gear drive on the drum, with a pinion and countershaft arrangement which supplies all or part of the necessary speed reduction. Often, machine gearing is also supplied for machines operating at 500 or 600 rpm, as is the case with setting out or shaving operations. Under these conditions a high-speed motor may be coupled directly to the countershaft. For medium operating speeds, as with many of the bladed type cylinder machines, a high-speed motor with chain or belt drive to the cylinder intake shaft may be applied. The speed reduction can be satisfactorily obtained through a pulley ratio up to 2 or 3 to 1.

There are various methods of driving auxiliary rolls on cylinder-type

TABLE I  
Typical Requirements of Tanning Machinery

Drums—Paddle Vats		
Operation	Horsepower	Speed, RPM
Washing and Soaking .....	10	18
Liming .....	5	15
Bating and Pickling .....	5	15
Scudding .....	5	15
Tanning .....	25	12
Tumbling .....	5	18
Fat Liquoring .....	7½	12
Dyeing .....	7½	12
Cylinder—Bladed Type		
Fleshing .....	20	1500
Unhairing .....	10	400
Setting and Putting Out .....	15	800
Shaving .....	7½	550
Shanking .....	7½	300
Wringing .....	7½	750
Whitening .....	10	130
Cylinder—Roller and Brush Type		
Staking .....	2	80
Glazing .....	3	150
Seasoning .....	3	200
Buffing or Snuffing .....	7½	1000
Brushing .....	5	75
Blackening .....	3	200
Other		
Checking .....	3	140
Splitting .....	10	350
Embossing .....	7½	180
Measuring .....	½	55
Stamping .....	½	100



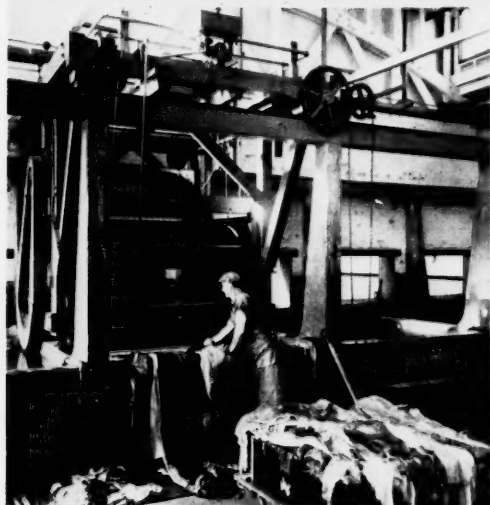
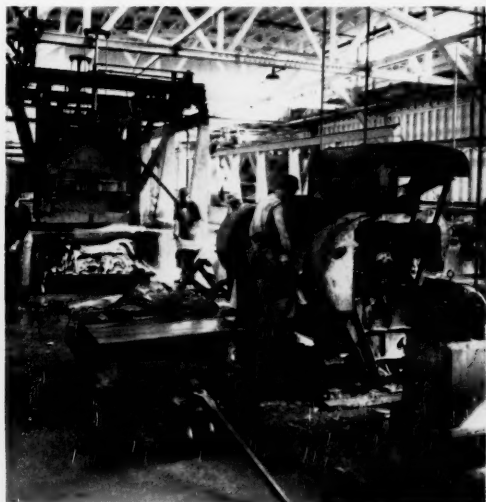
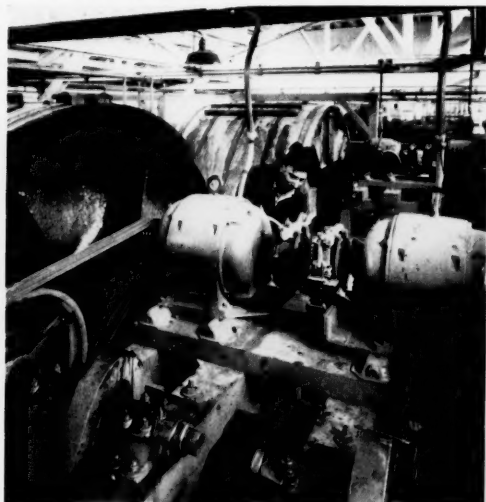
machines and splitting machines. Belt drives from the main motor or internal machine gearing permit overall operation with one prime mover. Recent designs, however, provide for separate motor drives for these auxiliary rolls. Maintenance is thereby reduced to a minimum and correct relative speeds are assured.

The only operating features re-

quired for control of these motors are starting and stopping. Magnetic full voltage starters are recommended to satisfy these requirements. This permits starting and stopping by pushbutton control at the machine, with the starter remotely located. In addition, thermal overload and undervoltage protection is provided. Where auxiliary drives are required

on a machine, or where group operation of similar machines is desired, interlocking of the control of each motor gives simultaneous starting and stopping of all motors by means of one pushbutton station.

It is oftentimes desirable to locate all pushbutton stations centrally on one panel for a group of drives. An example of this would be the tan-



**UPPER LEFT**—These large concrete vats give hides their initial washing. The paddle type agitator is rotated by a 5-hp Westinghouse gear-motor connected to an enclosed chain drive. An interlock mechanism requires the operator to position the agitator directly over the vat before the motor can be started.

**LOWER LEFT**—In this picture a series of chrome tanning drums are each driven by a 25-hp Westinghouse motor. A Westinghouse type AI-831 magnetic brake with each drive permits the operator to position the drum door directly above the loading-unloading level. One operator's station provides individual "Start-stop-inch" operation for each motor.

**UPPER RIGHT**—Here a 15-hp Westinghouse "Life-Line" motor is coupled direct to the intake shaft of a fleshing machine. The motor is also belt connected to rollers which carry hides against the rotating blades. Note the electric drive equipment in the background on an agitator mechanism over the lime vats and at the extreme right another fleshing machine is driven by the same type of motor.

**LOWER RIGHT**—This 440 volt control center serves a group of motors in part of the plant. The control center is located in a relatively clean dry place away from the work area. Note a lighting panel constitutes the left-hand section of this assembly.

ning room or the bating room where several machines are individually driven. This enables the operator to have centralized control of all machines performing a common operation.

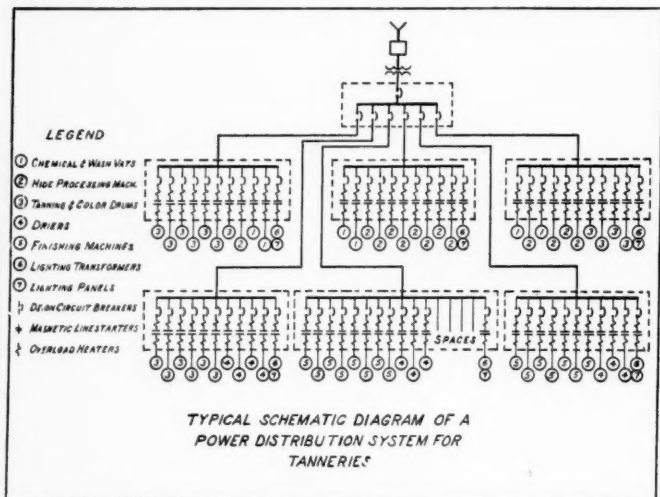
Recent installations have included magnetic brakes on the motor driving

drums to permit the operator to position the door directly above the loading or unloading level. In this case it is well to include "inch" operation of each motor, to permit the drum to move forward a few inches at a time. An "inch" button for each motor is mounted on the operator's station

and depressing this button automatically releases the magnetic brake momentarily.

In the case of the wooden or concrete vats with paddle-type agitators, the system often consists of several vats side by side with an agitator assembly which is moved from one vat to another by means of an overhead conveyor system. A gearmotor is mounted on the assembly directly above the agitator wheel and is generally connected to an enclosed chain drive. An interlock mechanism is included that requires the operator to position the agitator directly over the vat before the motor can be started.

There are new conveyor-type seasoning and finishing machines on the market today which combine mechanical and hand operations for certain finishes. These machines require an adjustable speed drive that may be obtained by either a mechanical speed changer or a d-c adjustable voltage type of drive. This type of drive requires a motor-generator set to convert from a-c to d-c. The main drive motor armature is connected in parallel with the d-c generator. By means of rheostat control of the generator field excitation, the generator



This is a typical power distribution system for a medium sized tannery. The incoming line voltage is stepped down by the transformer to a utilization voltage and distributed to the various control centers through several main feeders.

(Continued on Page 29)

# WINSLOW



NORWOOD

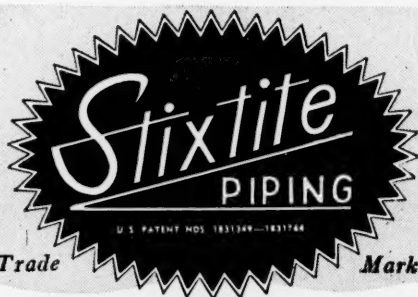
MASS.

**KIDDIE CHROME  
FULL CHROME TANNED  
LAMBSKINS**

**WINSLOW BROS. & SMITH COMPANY**

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE ST. • CHICAGO, 173 NO. FRANKLIN ST.

*Always Remember:*



Trade

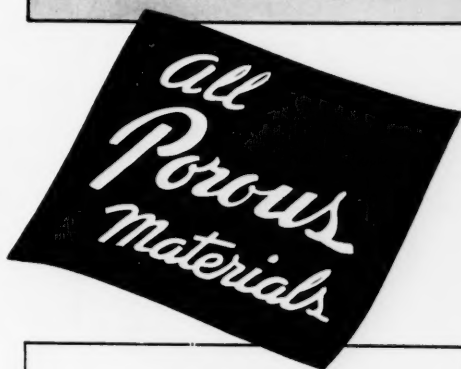
Mark

**UNITED STAY COMPANY, Inc.** 222 THIRD ST., CAMBRIDGE 42, MASS.

# ATTIRE OF POROUS MATERIALS ESSENTIAL to HEALTH and COMFORT



Felt Hat  
Cotton Shirt  
Leather Belt  
Wool Suit  
Silk Socks  
Leather Shoes



The Ultimate  
buyers of your shoes deserve  
the Foot Health and Comfort  
that Leather affords

*For Soles - Ask for the finest . . .*

**U.S. LEATHER**

**A**LL human garments must be of a porous material, a material containing many pores or tiny openings allowing the entrance of air for proper ventilation; promoting "good health."

The feet need ventilation as well as any other portion of the body in order to remain healthy, and should be protected with "porous, quality leather soles." Leather . . . the accepted, natural material for footwear.

That's Why We Say . . . .

"For Feet's Sake, Walk on Leather"



*The*  
**UNITED STATES LEATHER  
COMPANY**

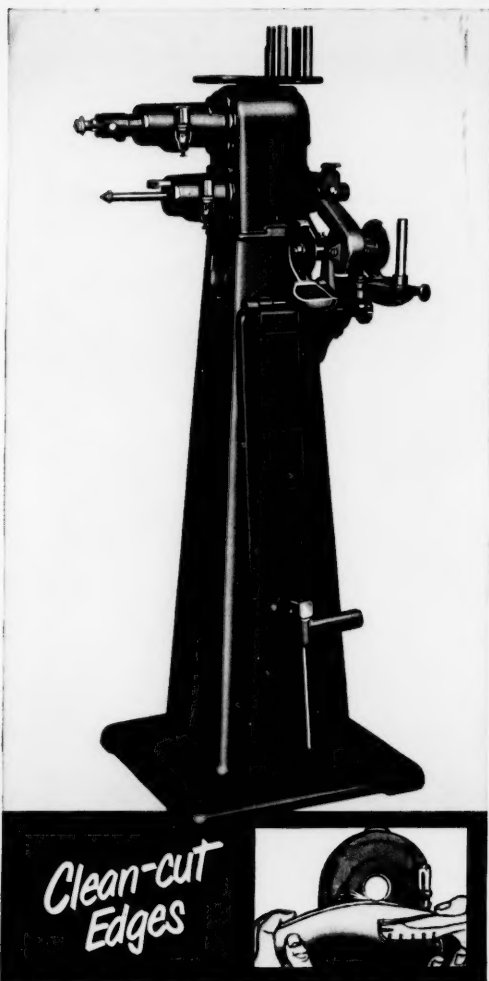


Whether you make  
or sell shoes  
consider these

# 3 Steps to Better Edge Making!

Well-made edges are one of the important details that improve shoe appearance. Edges with a well-defined profile . . . edges that are smooth, solid and rich in tone, complement the color and style of the upper.

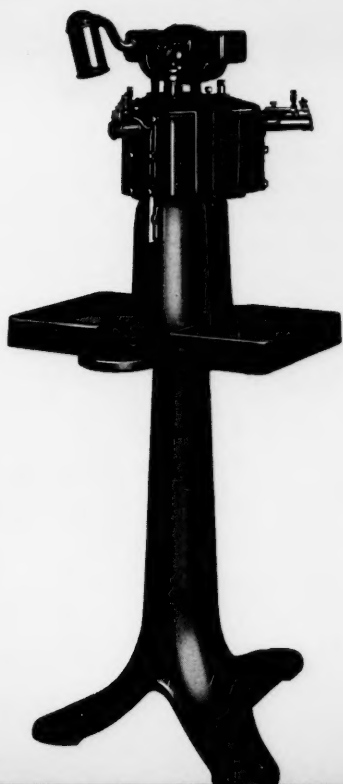
The three machines shown each contribute to better edge making. Each assures a higher level of machine performance. Each requires far less effort by the operator. Together they become a highly effective unit for the steady production of attractive edges. For complete details, contact the nearest United branch office.



**USMC Edge Trimming Machine—Model L**

Smoother, highly accurate edge trimming at considerable time-savings over earlier equipment is assured by this high-speed machine. It makes possible great accuracy while requiring less skill, as proved in hundreds of installations. Freedom from vibration is attained by improved design of the entire shaft assembly with superior bearings . . . better lubrication . . . frequency-changer motors and no reciprocating parts.

**UNITED SHOE**

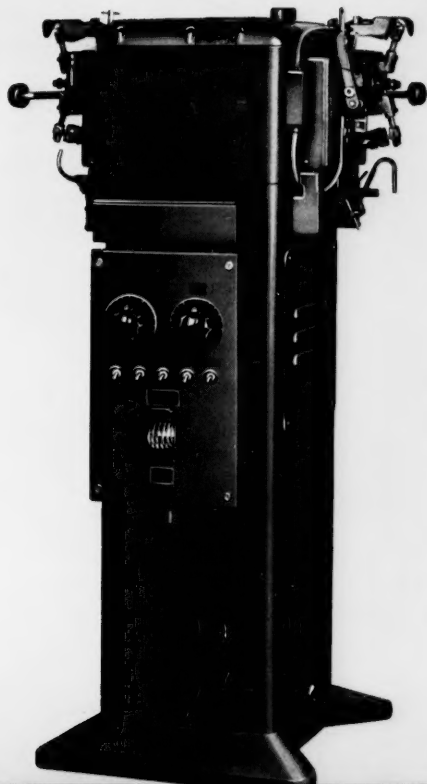


*Uniformly  
Inked Edges*

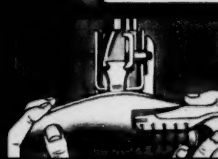


**USMC Sole Edge Inking Machine—Model A**

This machine offers for the first time superior mechanical inking of attached sole edges. The controlled ink flow results in more uniform inking and better finished edges. Results in greater cleanliness, too, with savings in the Bottoming, Treeing and Packing Rooms. Look for these advantages over hand work, particularly on women's close edge styles where the machine makes possible substantially more volume.



*More Lustrous  
Edges*



**USMC Twin Edge Setting Machine—Model F**

This new machine is smoother 3 WAYS—in operation, in appearance and in the edge it produces. The iron makes 5600 strokes per minute—2200 more than preceding models and the shorter stroke greatly reduces vibration. Sets better edges more rapidly and with minimum operator effort and fatigue. Has balancing system for quiet operation. Either side of the machine can be shut off when not in use, thus reducing wear, maintenance and power consumption.

**MACHINERY CORPORATION**

**BOSTON  
MASSACHUSETTS**

# Outlook on Shoe Production\*

By John H. Patterson

Economist, NSMA

The three-pairs-per-capita pattern of consumption will hold firm—and production for 1949 may reach a wholesome 463,000,000 pairs.

A NUMBER of people feel that I am too fatalistic about the possibility of increasing shoe consumption. I would say in reply—how did we get where we are? Our consumption for years has been in excess of three pairs per capita, while no other country, with the possible exception of Canada and Australia, consumes as many as two pairs per year. We will consume more in future years, and sales promotion will play an important part in boosting consumption. In the next fifty years we may be able to boost consumption by a quarter of a pair per year. It will take a lot of other things, however, to boost permanently the consumption of shoes. More dresses, deep freezes, travel, and medical care will encourage people to say: "To heck with them—I guess I'll get another pair of shoes!"

In the world as a whole, per capita consumption of footwear is estimated at one-half pair per year. Footwear requirements are part of a person's way of life. People do not die of starvation in China because of inadequate sales promotion. If they could get bread they would eat it, and they would wear shoes if they weren't so desperately poor.

Our wonderful promotional effort has undoubtedly helped to build and maintain consumption, and will continue to do so, but with the market at its present state of cultivation, the real and important function of selling is to serve the interests of the individual firm.

There is nothing morally wrong with promotion. We need it. We've got it. Just don't let it blind us to the true facts of our situation today. We are just about where we belong. This isn't good, and it isn't bad—it is a non-moral appraisal, and the important part is the appraisal—the acknowledgment—the realization of

where we are. Once we know this we are in a position to do something about it.

## Need 463,000,000 Pairs

I have insisted for the past two and a half years that sales would approximate 450 to 465 million pairs even when it may have seemed to some of you at times that I was whistling in the dark. I did it then; I do it now—solely on the ground that with times as good as they have been since the war people would not be satisfied with any fewer or poorer shoes than they consumed per capita, on the average, during the five pre-war years. This means we need 463 million pairs this year. Merchants' piling up or cutting down on inventories might throw production off 10 to 12 million pairs either way, though this is unlikely on a calendar basis, inasmuch as the end of the year normally is a time when retail stocks are at a minimum.

Deviations from the seasonal pattern are the thing to watch. They tell you what to anticipate.

I have assumed that for the entire year our production will be 463 million pairs. If it isn't, I say, incidentally, again and in passing, that it ought to be. The first thing, which is important and significant, is that the seasonal pattern seems to be showing some improvement, with respect to the sharpness of the fall peak. Let us hope that this continues. If it does I think it will be the result of what the manufacturers themselves do about it, for retailers in all categories seem to be increasingly reluctant to assume inventory risks.

The second striking thing is the close over-all resemblance in the patterns. Shoe production really is seasonal.

One point which bears mentioning is how nicely the paid vacations are working out. We used to cut back in June because we didn't have any

business. Now we cut back in July because of vacations, and keep busy in June because our customers can't get what they want in July.

## Output In Coming Months

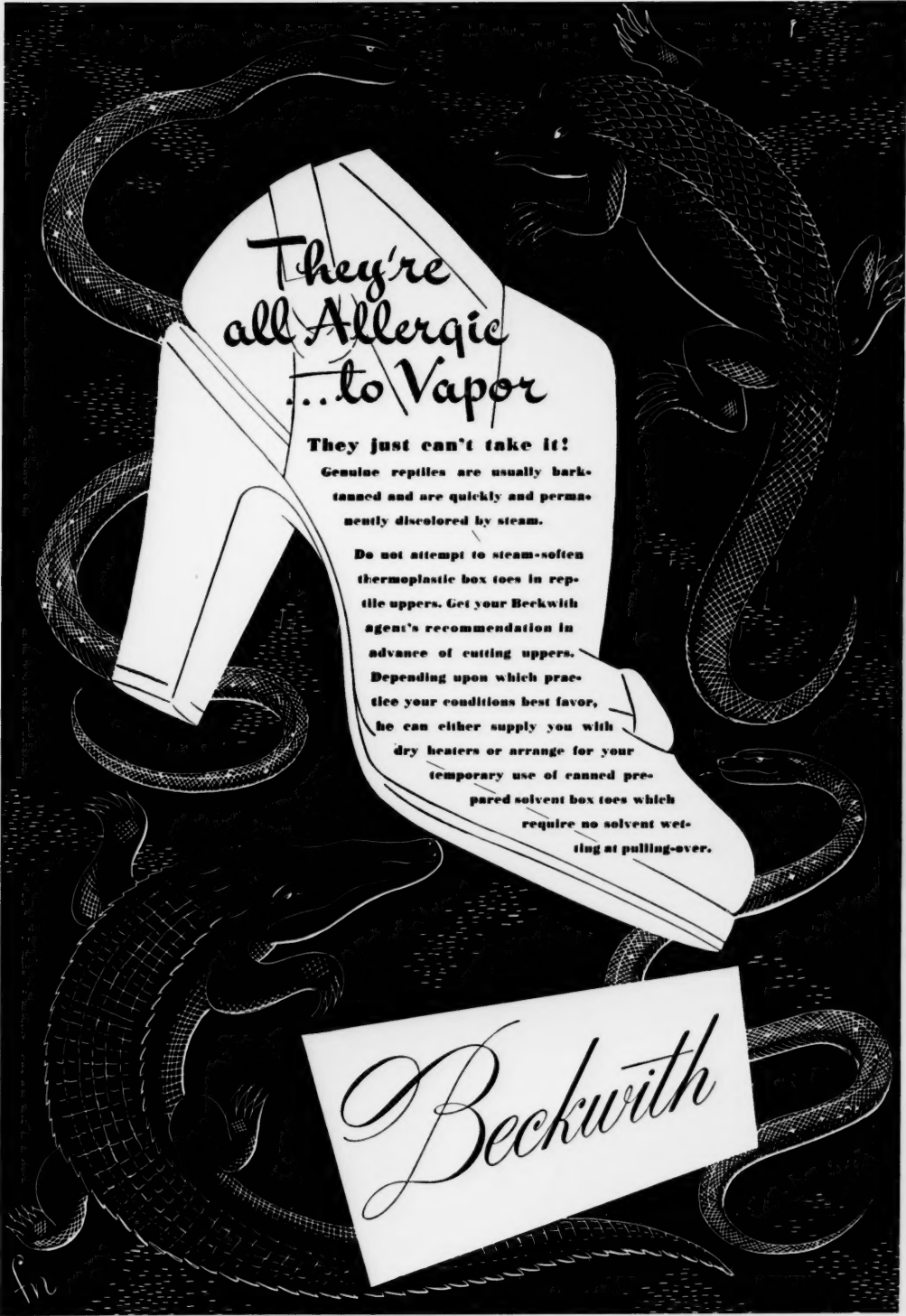
I won't try to tell you exactly how much production will be in each month during the balance of the year. Let me say that my own particular faith in this method of analysis decreases when it is narrowed down to particular kinds of shoes. We produced 3 million pairs more men's shoes during the first half of 1948 than we did during the first half of this year. Even disregarding the possibility of this difference being accounted for by fluctuations in dealer's stocks, I could not predict confidently that this meant we would produce 3 million more during the last half than we did during the same period of last year. We don't know enough yet about what the bold look in men's shoes is going to do to men's shoe needs. My private opinion is that it won't do anything—but I certainly would not base any predictions on this hunch. My purpose in calling attention to men's shoes is merely to illustrate how overall figures have to be adapted to fit an individual manufacturer's needs.

Youths' and boys' shoes don't seem to be doing as well as misses' and children's shoes. I haven't gone into it carefully enough to give you the reason, but I can give you some possible clues. Changes in materials and construction have perhaps resulted in a significant improvement in boys' shoes. More likely, however, is the fact that the size run of boys' shoes does not overlap the men's run in the same way that misses' and children's overlap the women's field. I suspect that the decrease in the birth rate in the late 30's is still having an adverse effect on the market for youths' and boys'

(Continued on Page 31)

Condensation of talk before National Shoe Mfrs. Assn. Membership Meeting, New York, Sept. 7.



A detailed black and white illustration of a shoe, possibly a dress shoe, with a reptile (like a lizard or snake) wrapped around it. The reptile is coiled around the shoe, with its head near the heel and its body extending towards the toe. The background is dark and textured, suggesting a night scene or a cave. The shoe is light-colored, contrasting with the dark background and the reptile.

# They're all Allergic ...to Vapor

## They just can't take it!

Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.

Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers.

Depending upon which practice your conditions best favor,

he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.

# Beckwith



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 ALWAYS!

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 Natural Sheepskins  
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**THIELE TANNING COMPANY**

# NEW IDEAS IN SHOE CONSTRUCTION

## Simplified California Construction

The key to this new process may be found in the construction of platform shown in Figure 1. Figure 2 reveals a profile view of the same platform, demonstrating the essential feature, a platform made with a step cut. And Figure 3 illustrates the method of attaching wrapper, sock, and lining to this platform.

One of the less important features of this process lies in the possibility of using various layers of different material, say, soft and cushioning rubber layers, held in position by cross stitching as shown in Figure 4.



FIG. 1



FIG. 2



FIG. 3



FIG. 4

Now back to Figure 3; here is a method wherein no cementing of the platform is necessary. This process offers a variety in attaching the upper and attached wrapper to the platform onto which has been placed the sock lining of any selected material.

This brings in the important advantage of re-lasting or back-lasting without the slightest possibility of wrinkling the sock lining, no deformation.

Another advantage is that less skilled labor can be used owing to simplified construction with less expense and labor.

Without the need of cement and its non-porous effect, this type of construction permits the foot to "breathe." Another important feature is increased lightness and flexibility in the California shoe.

One of the finest contributions to California construction is observed in Figure 3 when one realizes how this step cut edge increases the narrow appearance, eliminating the conventional bulky and often loosely attached wrapper. In short, the folded part of the wrapper lies within the margin of the step cut platform.

This construction is especially amenable to closed toe and heel construction. Here is a splendid opportunity to leave the toe and heel ends of the shoe open for stitching in of a counter or box toe. In this construction the sock lining has been already placed on the platform.

There are also the possibilities of pre-forming or molding of the heel and toe parts of the shoe upper, making for a greater sturdiness and longevity in California construction.

Perhaps it is the nearest of all approaches to sturdy Goodyear Welt construction.

*Inventor:* Fred J. Diamant, New York, N. Y.

## Shoe of Low Cutting Cost

One may now consider not a chart showing how a skin may be cut to get the most out of it with a minimum of waste, but how to cut one pair of shoes in the smallest area possible, illustrated in Figure 1. Save for the tongue, shown separately, here is not a one-piece upper but a one-pair upper cut at one time.

Whether the cutting die is one cut to each upper or whether the die cuts both uppers at one time is beside the point, for a double-edged die could answer the same purpose with probably greater economy in cutting cost.

One might begin by studying Figure 4, noting the notches at the end of the heel seat. Figure 1 shows these notches on the outside of each upper. This makes for smooth and unwrinkled heel seat lasting.

Figure 3 shows that the heel or back part of the shoe has no seam of any kind, smooth and bunchless, assuring utmost heel comfort. Again, by

turning to Figure 1, one may appreciate this predetermining of the smooth-fitting and bulgeless heel. The center peak in the finished back in Figure 3 is determined by the cutting of Figure 1. This peak helps not only in correctly lasting the shoe but in lending greater foot comfort, sufficiently closing up the foot opening of the shoe so as not to permit the shoe to slip up and down at the heel.



FIG. 1



FIG. 2



FIG. 3

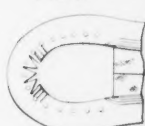


FIG. 4

In Figure 1, the notched toe also makes for exact assembling and lasting of the shoe, helping to make shoes in pairs. The vamping of the shoe and the stitching in of the tongue all contribute to the fact that here is a shoe that requires few fitting operations, demonstrating true economy in cutting cost. Despite the larger area of stock to cover, this still does not minimize cutting cost on the grounds that when smaller upper parts are cut, greater economy in skin is possible.

*Inventor:* Erminio Cassano, Framingham, Mass.

## Square Dancing . . .

(Continued from Page 17)

Again the supply was quickly exhausted, with some dealers asking up to 1,000 copies. To date 100,000 copies have been printed, with thousands more scheduled as requests



Mr. & Mrs. Sam Justin, dressed in their square dance costumes, are pictured on the cover of the booklet.

keep pouring in. And the list of dealers has now expanded far beyond the original 500 that climbed on the bandwagon.

### Enthusiastic Response

Almost immediately sales of Justin's cowboy boots started to mount by virtue of this informational booklet and the sales tie-in. But best indication of the results is illustrated by the response of the dealers themselves. Western Stores, California, wrote, "We are still besieged with requests for more of Sam Justin's booklet." From the Lazy B.M. Trading Post, Nebraska: "The young 'uns and old 'uns are going like mad for these books. I really believe you have hit the jackpot." From Shreveport, La.: "Everything is in readiness for our Holiday in Dixie, with numerous square dances on the schedule. We are getting calls every day for the booklets. It is fine advertising for your firm and ours, as thousands will attend the festival. Please rush 1,000 booklets." From Lawton, Oklahoma: "Square dancing has taken the town. Even I am learning it—and liking it. Everyone wants your booklets. Please send us more, as we've run out of supply."

Requests have gone beyond the

dealers. Consumers who own the book, or have seen Justin advertising, are writing in not only for the booklet but for the Justin cowboy boot catalogue, or for prices on his boots. And only the other day a letter came from far-off Australia for the booklet and a catalogue.



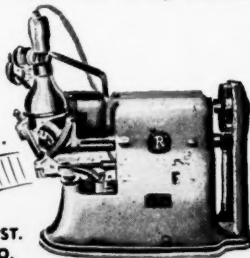
Recently introduced French-toe, cowboy-type oxford with 12/8 heel, known as Sam Justin's Square-Dance Shoe.

Nor is it actual sales alone that represents a good portion of the program's success. A higher and potent level of good will has been established between the Justin firm and its dealers. One Texas dealer writes, "These booklets have served a valuable purpose in advertising our firm as well as Justin's boots. It has created a sort of co-partnership between a manufacturer and his retail outlets."



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# LEATHERS

by

# Greenebaum

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**J. GREENEBAUM TANNING COMPANY**  
CHICAGO MILWAUKEE BOSTON

The Justin plant is in its 70th year, has 150 employees exclusive of sales force. It was founded by Joe Justin, a pioneering young Hoosier who set up a one-room shack where the Great Chisholm Trail crossed the Red River at Spanish Fort, Texas. Cattlemen and cow hands came for miles around to have Joe Justin measure their feet and build their boots. His fame spread. He invented a self-measuring foot chart, made and sold boots on "mail-order." He later moved to Nocona, Texas, to an enlarged plant. In 1913 he died, and his sons, John, Earl and Sam, moved the plant to Fort Worth.

Today the Justin boys are not merely riding the boom of a "new" dance craze but, like good sales-wise business men are aggressively helping to promote it both for their love of the square dance itself and its commercial opportunities for them. They have profitably paraphrased an old square-dance call: "Don't let those crazes pass you by. But catch that business on the fly."

## Electrical Equipment . . .

(Continued from Page 20)

output to the motor, hence the motor speed, can be adjusted over a very wide range. If a constant d-c power supply is available in the plant, an adjustable speed motor can be applied. This type of drive can operate over as high as a 4 to 1 range by adjusting the motor field excitation.

To show the advantage of an accurately controlled individual motor drive over the group system, for machines equipped with spirally bladed cylinders, any sudden variation in angular velocity of the rotating elements will leave an almost imperceptible series of marks on the unfinished pelt. After the pelt is finished, these marks, left by the blades, manifest themselves in the form of a series of waves which conform closely to the impulses which caused them. The individual constant speed drive eliminates the variation possible in a complicated mechanical power transmission system.

There are several miscellaneous machines which are not listed in the table. Pumps, bark mills, conveyors, compressors and blowers are examples, all of which require constant speed a-c drives.

### Motor Control Centers

Magnetic type motor control can be remotely located with pushbutton control at each machine. This is especially desirable in the tanning industry where severe conditions of moisture and chemical fumes are

prevalent in working areas. Combination control centers comprise a most interesting application of up-to-date electrical facilities. A control center, as the name implies, is a centralized motor control consisting of one or more enclosed metal structures in which starter units are assembled.

Each control center is so located that it will serve a group of motors. An individual circuit is run from the panel to each motor and, in addition to the motor starter, a circuit breaker is included for the protection of each circuit. The circuit breaker and starter for each circuit are mounted independently in a separate compartment of the structure, yet each is

electrically served from a common bus extending through all structures.

Removing this equipment from areas where it would be subject to excessive moisture, chemical fumes and dirt, eliminates the need for special enclosures. Further, this arrangement simplifies general maintenance and assures longer life of the electrical equipment.

### Power Distribution

The size and load conditions of a tannery are generally such that the single-radial system of power distribution is used. This system uses a single substation where power is received at the supply voltage and



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SW-725 plastic cement. This combination assures top service!

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16" x 36"	22.50
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\*Prices slightly higher on west coast.

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stepped down to the utilization voltage. Power is supplied to the low-voltage bus in the substation through a transformer bank or through two or more banks in parallel. Low-voltage feeders are run from the substation to the various load centers in the plant. Lighting transformers and panelboards are also fed from one of the main feeders or from a feeder off a control center.

Another method of the simple-radial system distributes the power

to the various load centers at a distribution voltage, rather than the much lower utilization voltage. At each load center the distribution voltage, which is often the power supply voltage, is stepped down to the utilization voltage by a relatively small transformer. The transformer is connected to the load bus through a transformer breaker. The load circuits radiate from the load bus through load circuit breakers (as mentioned under "Motor Control

Centers"). Thus, there is a small secondary substation at each load center, i.e., motor control center.

In this second method, since a transformer is located at each control center, each transformer must have sufficient capacity to carry the peak load of its area. This means more transformer capacity is required than in the first method if there is any diversity between control center areas. However, because the power is distributed to the control centers at high voltage, losses are reduced, regulation is improved, there is a marked saving in feeder circuit copper, and the main low voltage feeders are eliminated. Also, the interrupting duty on the load circuit breakers is more uniform and, at several control centers, is less than when using a system with one larger substation.

#### Power

Purchased electric power is more economical for the majority of smaller tanneries than either the generation of electric current or the use of steam power drives. Steam requirements for processing can be supplied by a small centralized low-pressure boiler plant which can be economically operated. In the larger tanneries power may be generated as a by-product of the large quantities of process steam required for operations such as washing, heating and dyeing. Profitable operation of this type of plant depends on correct application of turbines to maintain a proper balance between process steam and steam for power generation.

#### Capacitors

In any electrical circuit where inductive apparatus is used, a combination of productive and non-productive current is present. Productive current does the actual work whereas the non-productive or reactive current merely supplies the magnetic circuit. This reactive current must be supplied by the same system which means greater capacities are required for all power generation and distribution equipment.

Capacitors offer a convenient and practical means of relieving the circuit of this extra burden of reactive current. Capacitors supply a current which is exactly in opposition to the reactive current and, therefore, the two are cancelled. This means high power factor, a cut in power costs and more capacity for new loads.

#### Lighting

Planned lighting is another major electrical application. Correct lighting eliminates eye fatigue which results in increased efficiency.

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Any type soles...men's and women's...one and two set edges...and heels, glo like no others when finished with HABU-GLO...so easy to apply, so satisfying in results. Made always to fit your particular specifications in color and application. It's the Edge Finish to use for a higher standard of results.

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#### SAMPLES FURNISHED

upon request. Merely specify type of sole and application (brush or machine) and whether one or two set ink is desired. It will be on its way to you.



## Patterson . . .

(Concluded from Page 24)

shoes, while the early teen-age girls are no longer wearing misses' and children's shoes.

During the first eight months, production in pairs was 3.5 million less than requirements, as I figure them, not 3.5 million pairs less than we made last year. Production was actually off by five and three-quarters million pairs. While the difference is not great enough in this case to be particularly significant I just want to emphasize that my figures are all based on my concept of "requirements," as I think it is important at all times to make adjustments for any conspicuous instances in which we have been making more or less shoes than we need.

### No Violent Changes Ahead

This is all short-run stuff. It deals with aggregates. You have to keep revising it, and bringing it up-to-date all the time. Its greatest practical shortcoming as a guide to operating policy is that we may have serious depressions which make it economically suicidal to be assuming complacently that everything will average out in the end. I personally doubt that we ever have as violent business cycles in the future as we have had in the past. Our government today is committed to throwing its full influence on employment. But I don't ask or expect you to take my opinion on whether or not peaks and valleys will be smaller in the future than they have been in the past.

While a fluctuation of 25% above or below normal will inevitably have a profound effect on the economy as a whole, I feel confident that as long as we stay within this range the American people will at least maintain their established pattern of shoe consumption, and that we will not get permanently and seriously off the track if we continue to relate production to needs.

## New York

• Joseph Burger, New York City manufacturers of men's and women's custom and orthopedic shoes, has closed down its Manhattan plant and will open a new one at 433 East 149th St., in the Bronx. The Bronx plant, according to Burger, will be the largest specializing in individually-made footwear and will have what is probably the first production line set-up for custom-made shoes. It will also house a museum displaying a collection of some 400 pairs of ancient and medieval shoes.

• Trio Fashions Footwear Corp., New York City, has been assigned to Fred L. Bauer, it is reported.

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<b>PENNSYLVANIA</b> Al Lewis, N.Y.C., N.Y.	<b>LOS ANGELES</b> Edward Rothenberg	<b>ROCHESTER</b> William L. Hall, Inc.	<b>MONTREAL</b> H. F. Odell Sales, Ltd.

• A new collection of fall footwear branded "Mico Vallini," manufactured by La Valle Inc., New York City, has been introduced by Frank Brothers at a luncheon preview. The shoes were placed on public sale beginning Sept. 12 and will retail at \$16.95 and \$18.95.

• Endicott-Johnson Corp.'s new \$825,000 employe recreation center was dedicated last week at Johnson City. The two-story structure has large facilities for entertainments, banquets, bowling, basketball and other sports, and various other recreational rooms. It will be used by employes of the firm's 24-factory units in the Binghamton and Johnson City plants.

• A liquidation sale of assets of Sloane Bros., New York City, handbag manufacturers, was held recently at a public auction, it is reported.

## Tennessee

• Equipment and personnel of the Union City plant of Bay-Bee Shoe Co. will be moved to Dresden where it will be consolidated with the firm's plant there. Output of the Dresden factory will be almost doubled.

• Edlis Rice, former designer and engineer for General Shoe Corp., has opened Stork Style Shoes in Nashville to manufacture infants' "creeper" shoes. Capacity will be 150 pairs daily.

## New Jersey

● Regal Shoe Co., Inc., Whitman, Mass., footwear manufacturers, is opening leased shoe departments in Fellman's Ltd., Newark, and Binder's, Trenton, it is reported.

● John R. Evans & Co., Camden kidskin manufacturers, have appointed Harriett Couplin Porteous Associates as publicity and promotion agency. Porteous Associates will also act as color consultant and fashion adviser and will formulate a fashion merchandising sales program in cooperation with R. D. Northrup Co., advertising agency for Evans. William F. Hickey, vice president and sales manager of Evans, reports that the company will devote greater interest to color and the creation of kidskin for use in the manufacture of high fashion shoes. Porteous Asso-

ciates will work with manufacturers of shoes, bags, belts and other related accessories as well as retailers on promotional ideas.

## Ohio

● The Shoe and Leather Club of Cincinnati held its annual outing recently. The club celebrates its 50th anniversary next year.

● So-Lo Marx Rubber Co., Loveland, reports the sale of more than 500,000 pairs of "totes," lightweight overshoes, during its first year of production. The firm has approved a new liberalized profit-sharing plan for all employees having a year or more of service. Joe J. Marx is president, Mrs. Evelyn Marx is vice president, and Charles Tooker is assistant secretary-treasurer.

## DEATHS

### Thomas W. Farrell

... 80, senior salesman for Eberle Tanning Co., Westfield, Pa., for the past 20 years, died recently at his home in Arden, Del. He was previously connected with various leather concerns in the Philadelphia area. Surviving are his wife, Anna; two daughters, Mrs. Eva Santee and Mrs. Constance M. Bohm, a sister, Miss Anna Farrell; and a brother, Lawrence.

### Fred Roth

... 67, president of Whitney-Roth Shoe Co., Cleveland, O., died Sept. 8 at Cleveland. Roth who employed only 15 people in 1938 became America's No. 1 small business man when he was elected chairman of such a group in Washington. He was a past president of the National Assn. of Credit Men. His sister survives.

### Eugene C. Kraus

... 73, a prominent figure in the hide and tallow business for many years, died Sept. 1 at Deaconess Hospital, Buffalo, N. Y., after an illness of nine weeks. A native of Buffalo, he joined his father, the late Leo Kraus, in the operation of the latter's firm. In 1921, he formed a partnership with the late Richard Ball and established Eugene C. Kraus & Co., a hide, skin and tallow firm. Incorporated in 1929, the company became known as Kraus, Ball & Co. He resigned as president of the firm in 1934.

Surviving are his wife, Maude; and two daughters, Mrs. Winifred E. Ross and Mrs. Ida Lotz.

### Joseph B. Reis

... 87, president of Belleville Shoe Manufacturing Co., Belleville, Ill., died Aug. 28 at St. Elizabeth's Hospital, Belleville, following a heart attack. One of the original founders of the 45-year-old firm, Reis played an active part in the firm and also served as president of the J. B. Reis Lumber Co. He has been inactive for the past 15 years. His wife, Mary, and 10 children survive him.

### Clinton G. Mills

... president of Garnett Leather Co., Lynn, Mass., died Aug. 30 at Lynn Hospital after an illness of two weeks. He had been a resident of Lynn for the past 40 years and operated the leather concern during most of that time. He leaves his wife, Jennie C.; a daughter, Miss Hazel M. Mills; and a son, Clinton B. Mills, Jr.

### Max Gorewitz

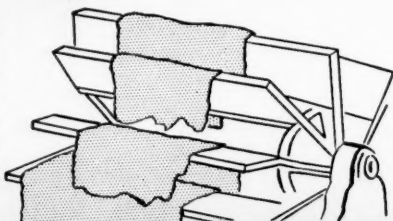
... 70, founder of Max Gorewitz & Co., Newark dealers in leather by-products, died at his home at Bradley Beach, N. J., on Aug. 28 after a long illness. Gorewitz was born in Russia and came to this country at an early age. He established the Gorewitz firm in 1904 and remained active in it until his illness five years ago. He leaves his wife, Clara; a son, William; four daughters, Miss Diana Gorewitz, Mrs. Ida Rose, Mrs. Hannah Walzer and Mrs. Lee Gordon; and five grandchildren, all of Newark.

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# MURRAY

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Kip, Extremes, & Side Leathers

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WORUM, MASS.



# Leather MARKETS

Leather market strong and active. Despite price rises in various leathers, buyers continue to place good orders. Lighter weight calf, sides, sole leather offal and sheep widely wanted.

## New York Markets

Fair business has been going on here during the Leather Show and since the show, but according to reports tanners did not get higher prices for their large spread leather. In fact, most sales of large spread elk leather ranged from 43c and down as buyers continued their price pressure tactics. Kips were the firmest and prices obtained on the average tannages were around 62c and down or so. A good business was reported around in splits.

Supplies of sheepskin leather are said light due to the difficulties in the raw stock market. Tanners are selling shoe lining leather but admittedly to shoe manufacturers in Pennsylvania and further West as manufacturers in this area are not very interested in sheepskin linings. Vegetable tanned lining leather is listed in some quarters at 26c and down. In other quarters 23-24c and down is quoted with 2c higher asked for the chrome retan leather. Some report the volume business in vegetable tanned sheepskin lining leather is at 23c and down for good tannages while less desirable tannages have been selling 18c and down. Sheepskin leather in the higher brackets are said made from very desirable New Zealand sheep.

Tanners report that the Alligator lizards are the main movers in the reptile leathers. A good sampling and more than sampling was done at the show and business continues good. The large skins, 8 inch and up, are selling at 13c an inch and the smaller skins, 7-8 $\frac{1}{2}$  inches at 10c an inch. Alligator leather is also moving very well with Domestic and Honduras Alligator going best. The prices paid are based on \$1.10 per inch for the 8-9 inch skins and higher as the skins are larger. Whip snakes did not sell much at the show but sampling is good. Whip snakes 3 $\frac{1}{2}$ -3 $\frac{3}{4}$  inches are priced \$1.50 per skin, 4-4 $\frac{1}{2}$  inches \$2.00 per skin and the 5 inch and up \$2.50 per skin. These prices, of course, are variable as to the number of primes and seconds, etc.

Sole leather offal is still in very good demand here as the supply situation is much less than the number of orders received. Reports have been heard of small lots of bellies moving at 40c and it is said that this price could be obtained in volume for prompt shipment if the supply existed. Single shoulders, heads off, sold recently up to 50c. Double rough shoulders up to 65c. Tanners say they could get better prices if they had the supply of leather. Bends are also better and lights were said sold to 66c while heavies are quoted 60-62c. Middle weight bends have sold to 61c and even 62c heard.

## Sole Leather

Boston sole leather market slows down slightly this week as prices level off. Strong hide market holds leather prices at recent levels but a softening tendency is evident. Good bends, especially lights, still scarce.

## LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1948 HIGH
CALF (Men's HM)	90-1.10	90-1.10	97-1.14	1.30-1.48
CALF (Women's)	85-1.05	80-1.00	95-1.09	1.30-1.48
CALF SUEDE	1.00-1.15	1.00-1.15	1.00-1.30	1.45-1.90
KID (Black Glazed)	70-1.00	70-1.00	60-85	70-90
KID SUEDE	60-88	60-88	60-85	70-90
PATENT (Extreme)	48-56	48-56	50-58	76-82
SHEEP (Russet Linings)	18-23	18-22	19-22	23-25
KIPS (Corrected)	56-60	54-58	58-61	70-75
EXTREMES (Corrected)	44-52	40-46	48-52	60-65
WORK ELK (Corrected)	42-46	41-46	51-54	56-60
SOLE (Light Bends)	63-65	62-65	71-76	90-95
BELLIES	36-38	32-35	38-40	44-47
SHOULDERS (Dble. Rgh.)	58-65	53-58	60-63	77-80
SPLITS (Lt. Suede)	37-43	37-43	40-45	41-45
SPLITS (Finished Linings)	20-23	20-23	24-26	27
SPLITS (Gussets)	17-19	17-19	20-21	21-22
WELTING (1/2 x 1/8)	9	8	9-9 1/2	11-11 1/2
LIGHT NATIVE COWS	24 1/2-27	23-25	27 1/2	33

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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and buyers still actively seek them. Mediums get fair attention but heavies are slower.

Light Bends: 63-65c  
Medium Bends: 60-62c  
Heavy Bends: 58-60c

### Sole Leather Offer

"Strong and active," say Boston sole leather dealers about market this week. Prices remain generally at last week's levels, show no signs of weakening. Buyers show few signs of resistance to prices, place good orders. Bellies widely wanted; steers bring 36-38c, cows 36c. Not too many available. Good sales reported on single shoulders with heads on; prices unchanged. Double rough shoulders in demand with supply limited; sell for 58-65c with bulk of sales around 60c. Specially-selected tannages bring up to 65c. Heads do well at 18-19c with some sales made at 20c. Fore and hind shanks fairly active.

Bellies: Steers, 36-38c; Cows, 36c  
Single shoulders, heads on: Light, 41-47c; Heavy, 38-40c  
Double rough shoulders: 58-65c  
Heads: 18-20c  
Fore shanks: 23-26c  
Hind shanks: 27-29c

### Calf Leather

Boston calf tanners report market stronger this week with more sales activity seen. Lighter weights draw greatest demand; some tanners ask and get 2-3c above last week's prices. Colors move well in women's weights with blue, dark brown, green and red most popular. Tanners expect these colors to do even better in coming weeks. Men's weights not quite as active as women's but some good sales reported. Suedes still in seasonal slowdown; expected to pick up shortly.

Men's weights: B 90-100; C 85-100; D 75-94; X 70-81; XX 60c  
Women's weights: B 93-105; C 87-97; D 80-92; X 70-86; XX 55-70c  
Suede: 1.10-1.20; 1.03-1.10; 90-93c

### Kid Leathers

Boston kid tanners report sales not too active as yet, despite fair activity at Leather Show. Prices unchanged from recent weeks. Suedes still the big item but seasonal lag hits market. Tanners report some suede sales in blacks and browns up to 88c but volume is sold at 55c and down. Glazed in same situation with few sales made in top range of 70c to \$1.00. Bulk of selling done at 60c and below. Slipper kid fairly active up to 55c. Linings slow; sales made up to 36c.

### Side Leathers

"Even stronger," say Boston tanners of side leather market. Activity of recent weeks continues as tanners report some prices up an average of 2c. Best tannages draw most buyer interest. Good demand seen for heavy aniline types; corrected extremes sell for 58c and down, kips at 60c and down. Some tanners ask up to 64c for latter, few sales reported. Regular finish corrected kips bring up to 60c; selling active. Corrected extremes find good sales up to 52c; large sides show sales spurt with prices ranging between 39-43c for standard tannages. Work elk sells moderately at 46c and down. Two leading lines of full grain kips at 77, 75, 73, 64c and 78, 76, 74, 64c but sales not too active. Following are quotations on standard tannages:

Heavy Aniline Extremes: B 54-58; C 50-53; X 44-46  
 Corrected Kips: B 52-60; C 50-58; D 48-56; X 42-46  
 Corrected Extremes: 44-52; 42-48; 40-46; 37-43  
 Corrected Large: 39-43; 37-41; 35-39; 32-36  
 Work Elk: 42-46; 40-44; 38-42; 36-40c

## Splits

Boston split market not quite as active as in recent weeks but some good sales reported. Slowdown regarded as temporary as suede bears brunt of lag. Prices, however, remain about the same with no indication of weakening in strong hide market. Light suedes bring up to 43 for standard tannages with bulk of sales made up to 41c. Heavy suede not as active at 47c and down. Retan sole splits move fairly well at 40c and down. Work shoe splits bring up to 30c. Finished linings move well between 19-22c; gussets find sales between 17-19c.

Light suede: 36-43; 34-41; 32-38c  
 Heavy suede: 44-47; 42-44; 39-41c  
 Retan sole: 40, 38, 35, 33, 30c  
 Finished linings: 18-20; 20-22; 22-23c  
 Gussets: 17-19c

## Sheep Leathers

Boston sheep leather market unchanged despite stronger rawstock situation. With domestic production of sheepskins low and imports down approximately 40 per cent for the first seven months of the year, there appears little chance for lower leather prices. Buyers show some price resistance but sales are constant. Some tanners ask a cent more on most leathers but bulk of sales made below this. Russets move well with boot linings bringing up to 23c, shoe linings up to 19c. Volume on latter between 15-17c. Chrome linings still sell at 28c and down but best sales are made at 26 and below. Tanners ask up to 22c for colored vegetable linings but best business here is done at 19-20c. Hat sweats not too active. With horsehides scarce, garment grains get new play. Good sales reported up to 23c. However, if prices rise, buyer resistance may again become evident.

Russet linings: 23, 21, 19, 17, 13, 11c

Colored vegetable linings: 22, 20, 18, 16, 11c

Hat sweat: 26, 24, 22, 20c

Chrome linings: 28, 26, 24c

Garment grains: 23, 21, 19c

Garment suede: 26, 24, 22c.

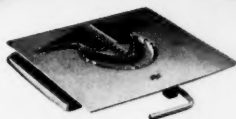
## Belting Leathers

Philadelphia belting leather tanners report business generally good. Transmission belting, however, is slow. Shoulders do well; wanted by specialties men for waist belting and other uses. Welting manufacturers active in market also. Average price quoted at 64c. No special weight reported as more popular with tanners selling whatever they have on hand. Rough bend butts slow but tanners still bring in higher prices instituted three weeks ago. Carriers report situation unchanged with fairly good orders for all kinds of curried leather. Prices about the same as week ago; small price resistance by buyers give optimistic tinge to market.

### AVERAGE BELTING PRICES

No. 1 EX. heavy	.....	.86-.93
No. 1 EX. light	.....	.94-1.00
No. 2 EX. heavy	.....	.86-.90
No. 2 EX. light	.....	.94-.98
No. 3 EX. heavy	.....	.82
No. 3 EX. light	.....	.90

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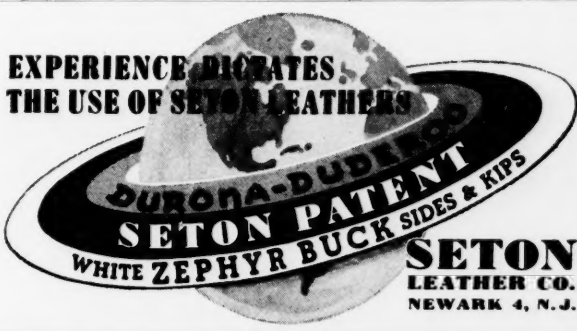
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# CURRIED BELTING

	Best Select.	2nd	3rd
Bend butts	1.17	1.13	1.09
Centers 12"	1.46	1.36	1.26
Centers 24"	1.42	1.36	1.29
Centers 28"-30"	1.36	1.31	1.21
Wide sides	1.07	1.03	.96
Narrow sides	.97	.95	.86
(Premiums to be added: X-light plus .10, light plus .05, X-heavy plus .10)			

## Welting

Boston welting manufacturers report new business moderate for regular Goodyear type stock. Shoe manufacturers sensed a stronger market some time ago and most covered themselves for the present run at prices below eight cents. Today, with shoulder prices demanding a nine cent welting market, few buyers are in the market.

Specialty welting continues strong in both price and demand. Synthetic welting for stitchdowns and kindred purposes enjoys excellent call.

## Glove Leathers

Midwestern glove leather tanners have been holding their price lists steady so far this month. Volume sales in September, according to available information, indicate little change from that of a month ago. Tanners have maintained a rather steady rate of production, in most instances.

The price structure, continues to hold at the 19, 18 and 17c. range for glove leather in L.M. weights for grades 1, 2 and 3, respectively. Tannery run glove leathers are quoted nominally at 18c.

## Bag, Case and Strap

The anticipated firming in prices so far this week has not materialized. It was thought by a number of Midwestern tanners at this time a week ago that prices may be adjusted upward a penny or two. However, no such much has developed.

Fair business, in both the higher and lower grades, has been witnessed by the majority of tanners. Meanwhile, prices remained firm.

2 ounce case:	42, 39c
2½ ounce case:	45, 42c
3½ ounce strap:	53, 50c
4 ounce strap:	56, 53c
5 ounce strap:	60, 57c

## Garment Leathers

Tanners are more or less compelled to hold their list prices at firm levels. The raw stock situation in both sheep and horsehides continues at a strong rate. Consequently, tanners, on a replacement basis, must maintain their present quotations.

Suede garment leather is holding at prices ranging from 26, 24 down to 22c, and grain garment from 22, 20 to 18c. Average horsehide leather is around 35c, and up to 38c for the very best.

**TANNING  
Materials**

New price adjustments in the raw tanning materials market showed offerings of Sumac, 28% leaf, at \$72.00; with 30% leaf quoted at \$75.00. Valonia Cups sold at \$70.00. Other items remained in a steady position and buying conditions were unchanged.

Tanning Extracts prices were steady as Quebracho Extract, Ordinary, Solid, 63% tannin, continued at 9-7/16c, the new price

reached last week after many months without change.

Some strengthening of the Tanning Oils market was noted, after several weeks of fluctuations and price adjustments, and quotations on most items remained firm as business moved without any new developments.

## Rare Tanning Materials

Divi divi, shipment, bags	\$86.00-87.00
Wattle bark, ton	\$81.00-83.00
Sumac, 28% leaf	\$72.00
30% leaf	\$75.00
Myrobalans, J. is.	\$62.00-64.00
J. 2s	\$50.00
Valonia Cups, 30-32% guaranteed	\$70.00
Beards	\$98.00

## Tanning Extracts

Chestnut extract, clarified, 25% tannin, tks.	lb.	.039
Bbls., l.c.l., 046, c.l.	lb.	.046
Powdered, bags, c.l.		.11
Cutch, solid Borneo, 55% tannin, plus duty		.08½
Gambier Extract, 25% tannin, bbls.		.09½
Hemlock extract, 25% tannin, tks. cars, f.o.b. wks.		.0525
Bbls., c.l. and l.c.l.		.0675
Oak bark extract, 25% tannin, lb.		.06½
bbls. 6½-6¾, tks.		.06½
Quebracho extract		
Solid, ord., basis 63% tannin, c.l., plus duty		9 7/16
Solid, clar., basis 64% tannin, c.l.		.10½
Liquid, basis 35% tannin, bbls.		.09
Ground extract		.17½
Powdered super spruce, bags, c.l., 05½, l.c.l.		.05½
Spruce extract, tks. f.o.b. works		.01½
Wattle bark extract, solid		.09-.09½

## Tanners' Oils

Cod oil, Ndd, drums		.95
Castor oil No. 1 C.P. drs. l.c.l.		.20
Sulphonated castor oil, 75%		.18
Cod, sulphonated, pure 25% moisture		.12½
Cod, sulphonated, 25% added mineral		.11½
Cod, sulphonated, 50% added mineral		.10½
Linseed, raw tks., drums, c.l. and l.c.l.		.18-19
Neatsfoot, 20" C.T.		.27
Neatsfoot, 30" C.T.		.25
Neatsfoot, 40" C.T.		.23
Neatsfoot, extra drums		.22
Neatsfoot, No. 1, drums		.24
Neatsfoot, sulphonated		.17½
Olive, dom. denatured, bbls., gal.		4.00-4.25
Waterless Moellon		.15
Moellon, 20% water		.14
Moellon, 25% water		.13
Artificial Moellon, 25% moisture		.13
Chamois Moellon		.11
Common degrass		.10-13
Neutral degrass		.20-22
Sulphonated tallow, 75%		.11
Sulphonated tallow, 50%		.09
Sponging compound		.11½
Split oil		.11½
Sulphonated sperm, 25% water		.18
Petroleum Oils, 200 seconds viscosity		.12
Petroleum Oils, 150 seconds viscosity		.13
Petroleum Oils, 100 seconds viscosity		.11

**LETTERS and  
INQUIRIES**

EDITOR, LEATHER AND SHOES

I have read with a great deal of interest the editorial in LEATHER AND SHOES for Aug. 27 in regard to the Fulton County Tanners Association's break with the International Fur and Leather Workers Union.

We heartily approve of their decision, as last Oct. we took the same action and notified the International Fur & Leather Workers Union that we would no longer recognize them as bargaining agents because of the Communist influence in that union.

A. B. Kells  
Eberle Tanning Co.

The **Boot and Shoe Workers Union, AFL**, has sent its 1950 contract demands to **Brown Shoe Co.**, St. Louis. Included is a request for an outright 15-cent hourly wage increase, a new pension plan and free medical and hospitalization care. The new contract will determine the union's 1950 agreements with St. Louis district independent and specialty shoe manufacturers.

Employees of the **Ruth Shoe Co.**, Newburyport's largest shoe factory, have agreed to a company proposal that they take a pay cut of 12½ cents per hour. The pay cut affects some 900 workers of whom 500 cast written ballots, voting four to one in favor of the reduction.

Company spokesmen said the new wage plan will take effect on Sept. 26 and that "no one will be cut below a dollar an hour." Workers were given a 12½-cent cost-of-living raise about a year and a half ago but the management proposed last week that the cut be taken for the good of the business.



Dr. Mearl A. Kise, recently named Director of Research and Development of the Virginia Smelting Co., chemical manufacturers, West Norfolk, Virginia.



C. C. Welhausen, president of TexTan of Yoakum, Texas, as he addressed a gathering at the recent grand opening ceremonies of the new \$3,000,000 Wright Manufacturing Co. plant in Houston.

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# HIDES and SKINS

Hide market remains steady but possible deal for Argentine hides causes excitement. Many tanners await developments as buying slows.

## Packer Hides

The market this week has been very different from the usual pattern. While the reported business amounted to slightly less than 40,000 hides, an additional 60,000 hides, not completely confirmed, would push the total to 100,000 hides, or slightly less. Prices went higher on some lines, held steady on others. On the upturn were branded cows, which sold at 22½¢.

for Northern production and 23½¢, for the Southwesterns; bulls at 17½¢, basis natives, brands at 1¢ less; light average weight light cows at 27¢, up ½¢; and some heavy native cows from Chicago at 24½¢, called ¾¢ higher. The balance of the trading was at steady money.

The news, during the middle of the week, that the Argentine government was entertaining bids from U. S. tanners for approximately 400,000 Argentine hides, brought about a little excitement around the trade. While the details were very hazy, traders felt that the repercussions of this announcement could be serious, depending upon the time needed for delivery of the hides, and how long a period the deliveries would be spread over.

No indication was noted as to what tanners would feel the Argentine hides to be worth. However, bids would have to be in the IAPI hands by September 19, with announcement to be made around September 25. Bids would have to be firm. About eight New York City importers were given about 50,000 hides each to dick over, insofar as allotments were concerned. Whether or not 400,000 hides could be had on the spot from the Argentine was not stated.

## Small Packer Hides

The small packer market turned quiet towards the end of the week as a result of the Argentine situation. Earlier week indications pointed to a market that was about steady. 48/50 lb. average allweight native steers and cows figured around 21½¢ to 22½¢, selected, according to quality.

Lighter hides, in best demand, were higher on the outside prices. Some very light hides figured to 27¢, selected for averages around 38/40 lbs. However, asking prices in most cases were considerably above tanners' ideas, and where 22¢ might be bid, sellers felt that 23½¢ to 24¢ was more like the market. Consequently, nothing much developed up to the time that the likelihood of Argentine in-shippments became apparent. After that, tanners pulled away from the market to take a look at the situation from a better vantage point, and felt that maybe they didn't need to trade after all.

This market shows signs of being quiet until a little more clarified order is issued from the Argentine government or from the Eastern importers concerning the Argentine hides.

## QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	25	24	23	28½
Ex. light native steers	29½	29	29	30½
Light native cows	24½-27	24½-25½	23	26½
Heavy native cows	23½-24½	22½-23½	22	28½-29
Native bulls	17½	17	16½-17	17
Heavy Texas steers	21	20½	19½	25½
Light Texas steers	23	22	21½	26½
Ex. light Texas steers	27	26	25½	27½
Butt branded steers	21	20½	19½	28½
Colorado steers	20½	19½	19½	25
Branded cows	22½-23	21½	21	24½
Branded bulls	16½	16	15½-16	16
Packer calfskins	12½-65	12½-65	40	-50
Chicago city calfskins	35	35	35	35
Packer kipskins	45-47½	47½	45	35
Chicago city kipskins	28	28	28	27

## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Sept. 14	Close Sept. 7	High For Week	Low For Week	Net Change
December	20.75	20.72	20.94	20.25	+07
March	20.30B	20.65	20.80	19.90	-20
June	20.00B	20.10B	20.10	20.10	00
September	19.50B	19.50B	19.50	19.50	00

Total sales, 192 lots

## Packer Calfskins

The packer calf market held steady with not a skin moving, except for those skins being agitated by the scratching of bewildered traders. With no offerings in the Midwestern market, tanners had little to no idea what they might figure as the market level. The only thing they could go by was the last market level, and even that seems to be becoming a little shop-worn after all this time.

Northern heavy calfskins, new trim, are quoted at 52½¢, while lights are figured at 65¢. Riverpoint production heavy skins, from big packing plants, are figured at 42½¢, while the lights bring 52½¢.

Packer New York trim calfskins have held quiet for quite some time. Last prices seem to prevail; the 3 to 4's figured at \$1.00, the 4 to 5's at \$1.50, 5 to 7's at \$5.00, 7 to 9's at \$5.50, and 9 to 12's at \$7.25. Big packer regular slunkskins sold this week at \$2.75, up 30¢ from the last business.

## Packer Kipskins

Packer kipskins, like packer calfskins, were exceedingly quiet. Little can be said about this market until there is some trading of a sort, or until the packers make an offering. The difference of opinion still prevails on the subject of relative value of 45¢ kipskins as compared to 52½¢, heavy Northern calfskins, but this problem has not been solved as yet.

Packer Northern new trim kipskins are quoted at 45¢, for mixed Northern and Riverpoint natives, while the overweights are at 5¢ less. Straight Northern production skins might bring 47½¢, overweights at 5¢ less. Brands, in all cases, are 2½¢ less. New York trimmed packer kipskins are quoted at \$8.50 for 12 to 17's and \$9.50 for 17's, and up.

the INSIDE  
story of  
all good shoes

**GEILICH**  
LINING LEATHERS

GEILICH LEATHER CO., TAUNTON, MASS.

## Country Hides

Country hides, like other selections, were confused this week. Tanners were not anxious to pick up country hides because of their desire to look on; buying only the better quality packer and small packer hides. Prices, for the most part, held around 17½¢, to 18¢, flat trimmed for tanners ideas, for 48 to 50-lb. average allweights, with lighter hides figured up to 20¢, flat trimmed on extremely light averages. Asking prices were 1 to 2¢ higher. There are not many country hides around, however. Short supply does not strengthen the market, due to the fact that tanners are not interested.

## Country Calfskins

The country calf market holds very quiet, pending developments in the big packer market. Since no offerings have turned up in the packer selections, sellers in this market are asking anything and everything, with the result that tanners are not inclined to pay much attention. Nothing is being done. The last prices quoted on city allweight calf were around the 35¢ mark, with this quotation purely nominal. Country untrimmed allweights are figured around 26¢, the lights alone quoted up to 28¢, but no sales at that level.

New York trimmed collector calfskins are quoted nominally at \$3.00 for 3 to 4's, \$3.25 for 4 to 5's, \$3.75 for 5 to 7's, \$4.75 for 7 to 9's, and \$6.00 for 9 to 12's.

## Country Kipskins

Nothing doing in this market at all. Sellers are offering skins, but asking prices are well above what buyers think skins are worth. Last quotations of city skins were around 28¢, untrimmed, with country skins figured around 23 to 24¢. New York trimmed collector kipskins are quoted at \$7.00 for 12 to 17's, and \$8.00 for 17's and up.

## Horsehides

Horsehides are 25¢ higher in most selections of whole hides, unchanged in fronts and butts. Good quality 60-lb. Northern and Midwestern trimmed hides are quoted around \$10.50 to \$10.75, depending upon quality, with untrimmed hides about 75¢ more. Offering prices are as much as \$1 higher. Fronts are holding unchanged at \$7.50 to \$7.75 for good No. 1 Northern, with butts, basis 22 inches and up, figured in a range of \$3.50 to \$3.75, FOB shipping points.

## Sheep Pelts

Pelts are holding about unchanged. The big packer shearing market is quoted around \$2.90 for No. 1's, with 2's figured around \$2.10, No. 3's about \$1.60. These are the tops for those big packer quality lots. Other lots are quoted at less for slightly inferior grades. Interior pelts are reported to have sold around \$3.10 to \$3.15 per cwt. for Western lambs, although this price has not been confirmed. Native lambs were not quoted by anyone.

## Goatskins

Despite fair business reported in raw goatskins at the Leather Show, not much sales interest evident this week. Tanners appear to hold off buying; some resist high prices, others await possible devaluation of pound sterling.

Spot goatskins from Iran move well with many sold recently at \$13.00 per dozen ex dock for 170 kilos. Little trading in Batis on Mocha market though some shippers ask \$15.50 per dozen c&f. No recent offerings of Addis-Ababas reported but some Berberahs (weights unknown) offered at \$14.00 per dozen c&f. Amritsar types firmly held at \$12.00 to \$12.50 per dozen c&f for 1200 lb. skins and \$14.50 per dozen c&f for large and extra large. Southern Indias also firm with offerings of 1.70/1.80 lb.

Some recent business reported in Africa: at from \$10.00 to \$11.00 per dozen c&f for 9½ kilos as to shipper and length of hair. Mombasas and Nigerians remain firm at origin due to European buying.

## Reptiles

Sellers state that there was a terrific demand for aers and chouyres at the recent Leather Show and that they had to refuse more orders than they had already booked. Following these sales, tanners stepped into the raw stock markets but found offerings small and prices high. Siam aers, 8 inches and up, 2.7 kilos, 90/10 selection, sold at 24¢ for prompt shipment and 5-lbs. average at 17¢ while 6 inches have been selling at 7-8¢ though most shippers have higher views and are now only offering for late shipment. Some 6/8 inches chouyres, 1½ kilos, sold at 25¢ for prompt shipment.

Other sales chouyres involved 6 inches at 22¢, 7 inches at 34¢, 8 inches at 43¢ and 8½ inches, averaging 8-lbs. at 55¢. Ring lizards are ranged from 90¢-\$1.00 as to shippers and sizes with sales of 30 centimeter average at the inside and wet-salted crocodiles at 95¢-\$1.05 but very little business passing.

The India market is very firm and shippers have advanced their ideas on latest offerings. Madras bark tanned whip snakes, 4 inches up, averaging 5 inches held at \$1.25 for 70/30 selection while 4 inches up, averaging 1½ inches, held at \$1.15 as against late sales at \$1.07½-1.10. Sellers slow to accept counter bids. Cobras, 4 inches up, averaging 1½ inches, 70/30 selection sold at 80¢ and sellers ask 90¢-\$1.00 for 4 inches up, averaging 5 inches. Calcutta bark tanned whips, 1½ inches up, averaging 4½ inches, 70/30 selection held at 82¢ and bark tanned water snakes are held at 13-14¢ per skin. Calcutta wet salted alligators, averaging 13 inches, held 98¢. Practically no offerings coming in from the Argentine, especially of lizards. Shippers trying to induce buyers to take ampalaguas instead but find few outlets and what offers are made are of odds and ends. No offers of Brazil back cut tejus but some business passing in giboias at 70-75¢ fob.

## Deerskins

"Jacks" are in good demand and spot lots of Brazils said to have sold at 7½¢, everything included. For shipment, it is understood that buyers are ready to pay 65¢ fob, basis importers, and while it is possible some business may have been put through at that price, most shippers now have higher views and are making very few offers. Peruvians have been selling fairly well and latest sales figured over 62¢, basis manufacturers.

## Dry Sheepskins

Local selling quarters state there has been little change in the market. No new developments as regards the strike in Fulton County and very little buying interest reported. Some quarters believe that notwithstanding the "bleak" outlook at the moment, that there will be a settlement of the strike. When that happens, business will be resumed and raw stock prices may advance. Even with the lack of buying, there has been little indication of shippers willingness to accept any material reductions.

Shoe trade interested in Brazil cabrettas and some business has been going on. Reports from primary points do not indicate any lower prices and good quality skins continue to be held at \$13.00-13.50 per dozen. Cape gloves are unchanged and local agents have not been requesting any offers as they have no outlets at the present time. Some agents received advices from their shippers that the latter are willing to accept lower than the 130 shillings that had previously been firmly asked. No offerings of Nigerians though sellers here claim market is firm at origin due to European operations. Other hair sheep markets have shown but little change in price and not many offers are being received. Those that are still at high levels.

At the Australian auctions of wool skins, there were 47,000 skins offered at the Sydney sale and sold unchanged to 2 pence lower, mostly on the pulling skins, while 25,000 skins were offered at the Melbourne sale, merinos and ordinary comebacks one pence lower. Good comebacks, all cross-breds and lambs firm while shearlings were two pence higher. Some offerings of Australian pulling skins reported at reductions of one pence and a few lots said to be selling with prices varied as to assortment, grades and fineness of wool. Shearlings strong with few offered; practically no shorts, mostly longs involved in the offering. Cables from the Argentine state that IAPI recently sold 57,000 shearlings and 171,000 lambskins of Cap Rio Grande at 34½¢ per lb. fob. B.A., less 2¼% commission, to a local puller. Swift will offer under sealed bids around Sept. 20th some 5,300 San Julian lambskins and 42,600 sheepskin shearlings also 88,000 Rio Gallegos lambskins and 177,000 sheepskin shearlings.



# CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

## AMALGAMATED LEATHER CO'S, INC.

WILMINGTON 99, DELAWARE

# SPOT News

## Washington, D. C.

● July exports of leather gloves and mittens by the U. S. totaled 733 dozen pairs valued at \$9,374 as against 1,750 dozen pairs valued at \$18,132. Among the importers were Venezuela, Saudi Arabia and Kuwait.

● Total slaughter of cattle (excluding farm kill) in the first seven months of the year was 10,305,100 head as compared to 10,524,600 head in the same period a year ago.

● The ECA reports an Italian govt. program to check the spread of chestnut blight, now causing damage to Italy's extensive chestnut forests, will be extended through experimental work in the U. S. Italy's tanning industry annually takes about two-thirds of the yearly wood production there.

● Latest ECA authorizations include \$915,000 to the Netherlands for hides and skins from Latin America and \$132,000 to the same country for leather and leather products (except footwear) from the U. S. A. and possessions.

## Wisconsin

● Mid-States Shoe Co. has begun operations at its new one-story plant at Fox Lake. About 25 women are now employed in the fitting department and an additional 50 employees will be added as other departments are ready.

● Freeman Shoe Corp., Beloit, has expanded its men's brushed shoe styles to 24 numbers, ranging from oxfords through moccasins and loafers.

## Missouri

● International Shoe Co., St. Louis, has closed 11 of its women's factories and one juvenile unit during the past three weeks. Most of the units, however, were closed for a one-week period to give employees their vacations. Many of the men's plants are also closing for one week due to "seasonal fluctuations."

# DEATHS

## Nathan Levin

... 46, vice president of H. Scheft Co., Boston shoe firm, was killed on Sept. 12 when his car collided with a truck in Sturbridge, Mass. He had been enroute to Connecticut on business. A native of Boston, Levin was a graduate of Boston University and was active in community affairs. He leaves his wife, Bessie; a son, Harold; a daughter, Phyllis; a brother, Lou Conrad; and a sister, Mrs. Frances Scheft.

## George M. Howard

... 86, retired superintendent of Geo. E. Keith Co., Brockton, Mass., died recently in Brockton. Howard was associated with the Keith Co. for 48 years, retiring 19 years ago. He was active in church affairs in Brockton.

## James F. McManus

... 53, department manager with United Shoe Machinery Corp., Boston, died suddenly last week at his home in Roslindale, Mass. He was a lifelong resident of Boston and was associated with USMC for the past 36 years. He leaves his wife, Anna; a daughter, Mrs. Daniel J. Henderson; two sons, Robert and James F., Jr.; his mother, Kathryn A.; and three brothers, John B., Joseph E., and Gerald E.

## John M. Burns

... 52, general superintendent of J. F. McElwain Co., Nashua, N. H., died at his home in Manchester, N. H., of a heart attack on Sept. 9. Burns joined the McElwain firm about 25 years ago and became general superintendent in 1944. He was a World War I veteran and was active in the American Legion and various fraternal organizations. Surviving are his wife, Angeline; two sons, J. Richard, also with McElwain, and Donald K.; and two sisters.

## Roger J. Sherman

... 73, retired shoe manufacturer and a direct descendant of Roger Sherman of Connecticut, died suddenly Sept. 9 in Haverhill, Mass. He was a shoe manufacturer in Newburyport, Mass., and later went into partnership in the Kimball and Sherman Shoe Co., Haverhill. A native of Somerville, Mass., he was a 32nd degree Mason. He leaves his wife, Helen; a son, Roger, Jr.; and two daughters, Mrs. Adelaide Wright and Mrs. Margaret Davy.

# PERSONNEL

▲ Elmer Claff has been named sales representative for Shain & Co., Boston shoe fabrics dealers. Claff who has been associated with the shoe products trade for many years will cover New England.

▲ Harry Jay Evans and Norman N. Souther, president and secretary respectively, of the National Shoe Travelers Assn., Inc., were guests of honor recently at a luncheon sponsored by the Southwestern Shoe Travelers Assn. in Dallas, Texas.

▲ Louis Diamond, sales manager of Julliard Shoe Ltd., has reopened his sales office in the Empire State Bldg., New York City. The office has been closed for the past 10 months.

▲ Dr. William F. Hester, former director of insecticide and fungicide research at Rohm and Haas Co., Philadelphia, has been named administrator of Koppers Company, Inc., fellowships at Mellon Institute. Dr. Hester has spent 20 years as a research specialist and has developed several fungicides.

▲ Frederick Bloom, executive secretary of 210 Associates, Boston, has been named chairman of the shoe and leather division of the 1949-1950 Greater Boston Appeal of the Salvation Army. George Shapiro of the Gold Seal Rubber Co. is Vice-chairman. Goal of the committee is \$457,000. Chairman of the subdivisions are Sidney Steen, William J. McHenry, John J. Cooney, Henry S. Keating, Jack Siletsky, Francis B. Masterson, Edwin S. Ditchett, and Raymond O'Shea.

▲ Irving Newburg is now selling for Cat's Paw Rubber Co., Philadelphia. Newburg was formerly associated with Bay State Shoe Supply Co. and will cover New England for Cat's Paw.

▲ Paul Smith, formerly associated with Selby Shoe Co., Portsmouth, has been named Eastern representative for Valley Shoe Corp., St. Louis. Smith will have his offices in the Marbridge Building, New York City.

## PRODUCTION AND SHIPMENTS, BY STATES: JANUARY-JUNE 1949 AND 1948

(Quantities in thousands of pairs; value of shipments in thousands of dollars)

State	Production, shipments, and value of shipments January—June 1949			Production, shipments, and value of shipments January—June 1948		
	Production	Shipments	Value of shipments	Production	Shipments	Value of shipments
UNITED STATES, TOTAL	230,085	227,920	\$809,212	237,676	231,271	\$889,826
Illinois	14,246	14,438	66,573	16,332	16,108	75,869
Maine	13,325	13,537	43,536	12,699	12,717	43,628
Massachusetts	40,491	40,187	142,995	41,408	40,933	152,360
Missouri	27,721	27,626	116,365	32,225	32,171	137,754
New Hampshire	19,768	19,826	67,185	18,828	18,784	68,191
New York	41,731	41,251	123,139	43,976	43,302	143,341
Ohio	8,755	8,755	39,564	8,600	8,494	42,290
Pennsylvania	22,058	21,552	56,402	20,362	19,533	55,931
Wisconsin	8,140	8,003	42,192	9,022	8,598	46,955
Other States	33,850	32,745	111,261	34,224	33,631	123,507

# WANT ADS

## ADVERTISING RATES

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situation Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situation Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Wednesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

## Special Notices

### For Sale Complete Sole Leather Tannery Equipment

UNHAIRING AND FLESHING MACHINES  
2-Turner 10 1/2 foot No. 22 Unhairing  
2-Turner 9 foot No. 12 Unhairing  
3-Turner 9 foot No. 12 Fleshing

#### SETTING MACHINES

2-Woburn 64" Type B  
5-Turner 36" Drum  
5-Turner 72" Drum

#### PENDULUM ROLLERS

6-sets of four units—Shapley-Weils

1-set of two units—Shapley-Weils

#### BLEACHING MACHINES COMPLETE

2-9 foot Carley Heater

#### MONORAIL HOISTS

2-Shepard Niles D.C. cab operated

One 5 ton and one 3 1/2 ton

Rocker Machinery, Pumps, Mills, Tanks, Motors, Unit heaters, Circulating Fans, Transporters, Trucks and other miscellaneous equipment.

All equipment available for inspection

at

THE AMERICAN OAK LEATHER CO.  
KENNER AND DALTON AVES.  
CINCINNATI 14, OHIO

### Tannery for Sale

FULLY EQUIPPED. Located in Eastern Townships, Quebec, 100 miles from Montreal. Barren.

Address K-15,  
c/o Leather and Shoes,  
300 W. Adams St.  
Chicago 6, Ill.

## Brazilian Leathers

Ask

Schlossinger & Cia. Ltda.

Caixa Postal 917

Sao Paulo, Brazil

## Hamlin Clicking Machines

Block size 18 x 36, belt drive, new within 3 years.

G. R. GODFREY COMPANY  
Gardner, Mass.

## Leather Factory Available

DUE TO DEATH in the family, the owner seeks to sell leather factory or wishes to sell half interest to an active partner; location in New York City area. Address K-13, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Equipment Wanted

WANTED: One Belt-driven Hydraulic Belt Press with self-contained unit—platens either 12" x 30" or 18" x 30". One 18" or 24" Bench-type hand stripping gauge to cut belting to different widths. Address K-14, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## WANTED

Surplus

## LEATHER STRAPS

1 1/4" wide — 14" to 20" long  
No Buckles—Old or New

Any Quantities

Box 100, 71 Clymer Street, Brooklyn, N. Y.

## Situations Wanted

## Leather Expert Available

CAPABLE OF TAKING full charge of all leather buying, lining material buying and cutting room management. Wide experience in teaching green help. Thorough knowledge of leather and shoes means that this man can save money for you by buying exactly the right grade and quality of leather for the shoes you make. Very highest recommendations. Only because of unusual circumstances is this man available. A talk with him will convince you that he can solve your leather procuring problems. Address K-8, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

## Cutting Room Foreman

Cutting Room Foreman—Here is a really good cutting room man for any shoe factory. Knows leather and can do buying. Best of references. If you want a top-notch man apply to Box H-26, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Packing Room Foreman

PACKING ROOM FOREMAN—exceptionally able packing room man available. Knows his job thoroughly and can really produce. This man can save you money while turning out good work. Apply Box H-28, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Stockfitting Foreman

STOCKFITTING FOREMAN available at once. If you need a stockfitting man who can take full charge and turn out the work, apply to Box H-27, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Lasting Room Foreman

LASTING ROOM FOREMAN seeks position where thorough knowledge of all lasting room procedure is appreciated. Handles help well. Keeps production rolling under all sorts of conditions. Apply Box H-24, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Help Wanted

### Pattern Man

FOR FABRIC and waterproof footwear plant located in New England. Only experienced need apply. Give full information and salary expected. Applications held strictly confidential.

Apply Box H-15,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

## Chemist—Finisher

Metropolitan N. Y. manufacturer seeking practical man experienced in the manufacture of water soluble pigments, dressings, plastic finishes, binders, etc. and capable of assuming complete responsibility for department. Should be familiar with problems of finishing various types of leather. An unusual opportunity for the right party. Address H-19, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## POSITIONS OPEN

Production Superintendent, experienced all phases welt and cement constructed shoes.

Location Central New York State and Canada. Age 35 to 45 years. Salary about \$5,000.

## AL HOWE SERVICES, Inc.

(A Management Service)  
5629 W. 63rd St., Chicago 38

## WANTED

Dyes—Chemicals—Extracts

Bichromates—Oils—Waxes

Greases—Residues

By-Products—Wastes

CHEMICAL SERVICE CORP.

80-02 Beaver St., New York 5, N.Y.

## Coming EVENTS

Sept., 1949—Child Foot Health Month.  
National Foot Health Council.

Oct. 31-Nov. 3, 1949 National Shoe  
Fair, Chicago, Ill. Sponsored by National  
Shoe Manufacturers Assn. and National  
Shoe Retailers Assn. Headquarters at  
Palmer House.

Nov. 2-3, 1949 Fall Meeting and An-  
nual Convention. National Hide Assn.,  
Edgewater Beach Hotel, Chicago.

Nov. 3-4, 1949—Annual meeting Tan-  
ners' Council of America, Inc., Edgewater  
Beach Hotel, Chicago, Ill.

Nov. 5-9, 1949 Pennsylvania Shoe  
Travelers Show, William Penn Hotel,  
Pittsburgh, Pa.

Nov. 6-9, 1949—Advance Spring Show-  
ing, Southeastern Shoe Travelers, Inc.,  
Sheraton Bon Air Hotel, Augusta, Ga.

Nov. 6-9, 1949—Annual Michigan Shoe  
Fair, sponsored by Michigan Shoe Travel-  
ers Assn. and Michigan Shoe Retailers  
Assn. Hotel Statler, Detroit, Mich.

Nov. 12-16, 1949—Mid-Atlantic Shoe  
Show, sponsored by Middle Atlantic Shoe  
Retailers and Travelers Assn. The Ben-  
jamin Franklin, Philadelphia, Pa.

Nov. 13-16, 1949—Spring Shoe Show,  
sponsored by Southwestern Shoe Travel-  
ers Assn. Adolphus, Baker & Southland  
Hotel's, Dallas, Tex.

Nov. 27-Dec. 1, 1949—Popular Price  
Shoe Show of America, sponsored by New  
England Shoe and Leather Assn. and Na-  
tional Assn. of Shoe Chain Stores, Hotels  
New Yorker and McAlpin, New York City.

Dec. 4-6, 1949—Spring Shoe Show spon-  
sored by the Indiana Shoe Travelers' As-  
sociation, Inc. Hotel Severin, Indianapolis,  
Indiana.

Jan. 7, 1950—Annual Banquet, New Eng-  
land Shoe Foremen and Superintendents'  
Assn., Inc., Imperial Ballroom, Hotel Stat-  
ler, Boston, Mass.

## Editorial . . .

(Concluded from Page 6)

leather industry. Sales training, where it exists, consists largely of familiarizing the salesman with the product, the competition and the market. But training him in modern selling, in creative selling? That's something else again. We have become so production-conscious, cost-conscious, inventory-conscious and buying-conscious that there hardly remains room for sales-consciousness. Before the industry attempts to retrain its sales force it must retrain itself by adopting a new kind of thinking geared to modern selling. We have tended to become saturated in the kind of thinking illustrated by the words of the staid executive of the old school: "When business is good we don't need to advertise, and when business is poor we can't afford to."

Short-range buying is simply the tumorous outgrowth of short-sighted selling. It was created to serve a purpose in a seller's market. But the sellers' market is dead now. And so is the buying policy that was expediently devised for it. And by trying to retain it we are simply hitching our sales wagon to a dead horse.

### "New Low In Slime"

"AS FOR LEATHER AND SHOES, which acts as the forum for these union-busters — the less said the better. More than once we have exposed the lies and slanders published by this journal against our union. Time and again it has been compelled to publish retractions, however weasel-worded. Now, however, it has stooped to a new low in dishing out filth and slime. It calls president Gold and the other officers of our union 'fascists.' Having become an expert on red-baiting, it overlooks no bet in its efforts to incite the employers of the leather industry to fight the union. Is it possible that underneath the sanctimonious hypocrisy and slanders in which this journal seems to excel, there lurks the hard touch of coin, whether in the form of advertisements or otherwise?"

Fur & Leather Worker,  
August, 1949

Kremlin recipe for a Molotov  
cocktail—Ed.

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# "If your Business has nothing to Advertise— then Advertise the Business For Sale"

—Arthur Brisbane



LEATHER and SHOES' membership in both the ABC and ABP is your guarantee of one price to all, no cut rates on either subscriptions or advertising.

## LEATHER and SHOES

LEATHER and SHOES is the only publication serving the shoe and leather industry that is a member of both the ABC and ABP. (Audit Bureau of Circulations and Associated Business Publications)

Published by

**The Rumpf Publishing Co.**  
300 West Adams St., Chicago 6, Ill.  
Boston, New York, Philadelphia,  
St. Louis, Cincinnati

Every Business is in Business to sell  
its Products. Advertising is the  
Natural Mate of Selling. And,  
you get Positive Sales Results by

Advertising in

## LEATHER and SHOES

### Here's Proof-

1. In 1948 *Leather and Shoes* led all publications in its field both in TOTAL ADVERTISING PAGES and dollar volume carried:

<i>Leather and Shoes</i>	2nd Publication	3rd Publication
1,542 Pages	1,313 Pages	1,112 Pages
	(19.7% behind)	(35.8% behind)

2. In 1948 *Leather and Shoes* led all publications in its field in TOTAL EDITORIAL PAGES carried:

<i>Leather and Shoes</i>	2nd Publication	3rd Publication
1,240 Pages	1,069 Pages	1,121 Pages
	(16% behind)	(10 1/2% behind)

There must be sound reasons for *Leather and Shoes'* impressive showing in both advertising and editorial leadership.

These are:

1. *Leather and Shoes* has a commanding readership lead among the industry's top-level executives.
2. *Leather and Shoes* influences more buying decisions.
3. *Leather and Shoes* advertising realizes more actual sales.

# HERE'S AN IDEA *for Style and Fit*



COPR. 1949 THOMAS TAYLOR & SONS INC.



**T**he research department of Thomas Taylor & Sons Inc. is continually developing new ways to improve the style and fit of shoes with SHUGOR. Some of these ideas may fit into your line — be the answer to a troublesome fitting problem. They are yours for the asking. Just call the Thomas Taylor representative nearest you, listed here. He will welcome the opportunity of working with you in the development of better styles — better fit — better shoes.



● **HUBBARD 2-4876**  
BOSTON: Seamon Steen  
210 Lincoln St.

● **BARCLAY 7-2314-5**  
NEW YORK: Harry Miller  
21 Spruce St.

● **CENTRAL 6-8550**  
CHICAGO  
Victor W. Heartel Co.  
208 N. Wells St.

● **CEDAR 4304**  
ST. PAUL  
Norman Nelson  
598 Endicott Bldg.

● **CENTRAL 6484-5**  
ST. LOUIS  
Gaywood Mfg. Co.  
1906 Pine St.

● **PORTSMOUTH 705**  
PORTSMOUTH, OHIO  
Mitchellace, Inc.

● **MAIN 1032**  
COLUMBUS, OHIO  
C. N. Riesenberger & Son  
370 W. Broad St.

● **YUKON 6-6777**  
SAN FRANCISCO  
H. A. Cohen Co.  
116 New Montgomery St.

● **MADISON 7773**  
LOS ANGELES  
H. A. Cohen Co.  
219 West Seventh St.

● **LYNCHBURG 1372**  
LYNCHBURG, VA.  
Moore & Giles  
P. O. Box 56

EXPORT  
● **LIBERTY 2-2787**  
BOSTON  
P. C. Fernandez & Co.  
50 Broad St.

● **MARQUETTE 5570**  
MONTREAL  
Odell Sales Ltd.  
920 Ste. Sophie

**THOMAS TAYLOR & SONS**  
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